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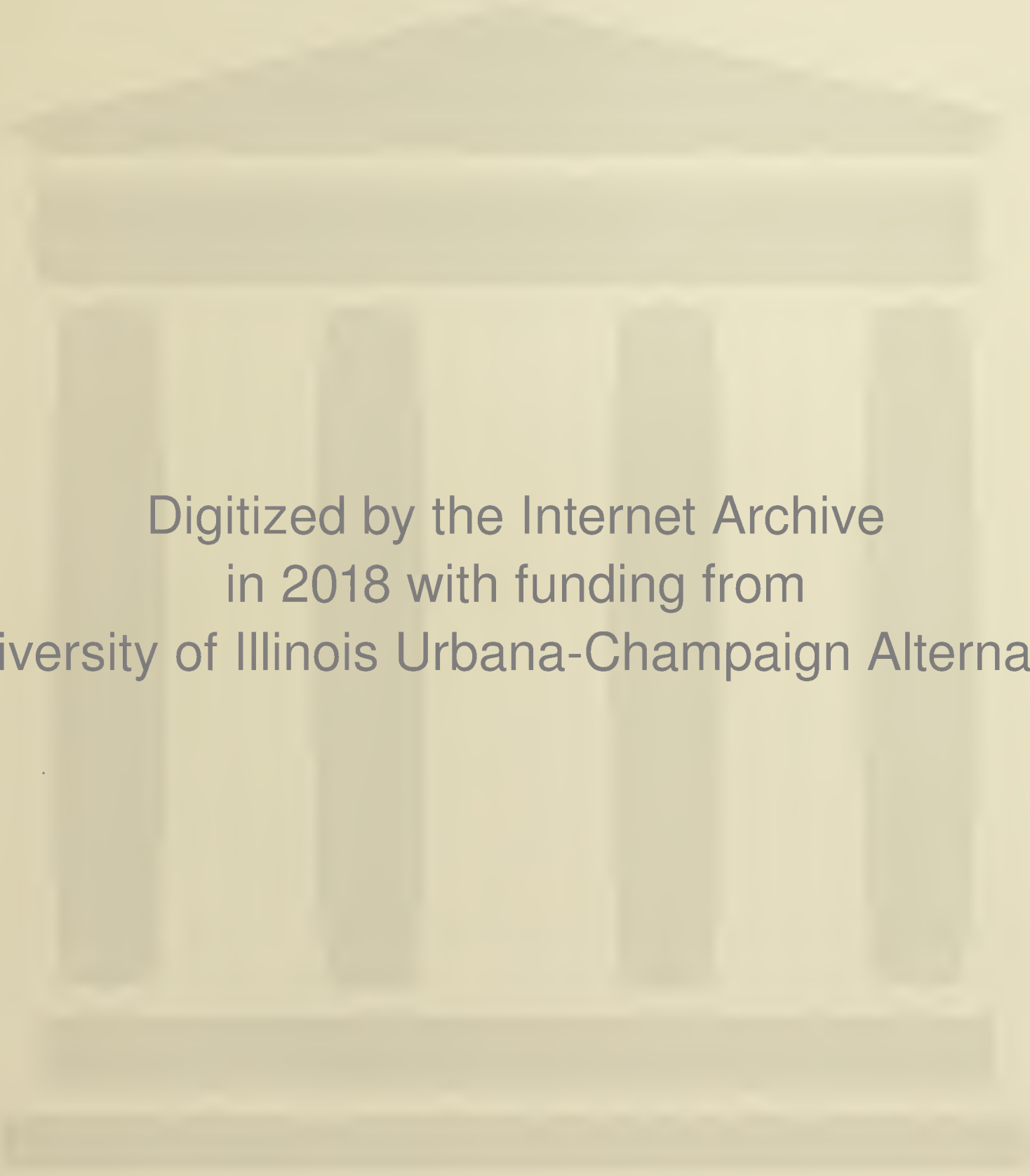












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Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

## General Merchant

Entered at the Philadelphia Post-Office as Second-class Matter.

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No. 1.



### Grocery World AND General Merchant

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DAVID EZEKIEL,  
Advertising Manager.

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## Parcels Post Here—Department Stores Become Mail Order Houses Through It

**Will Deliver by Mail Even Within Wagon Delivery Limits and Will Mail Free Within Three Hundred Miles. Finley Acker Co. Also Starts Parcels Post Business. Official Packing Regulations.**

The parcels post law duly went into effect last Wednesday, January 1st, but up to date has made but little impression upon the trade, especially in the rural districts. The concerns which will go after the country trade through the mails have not yet sprung their plans, and probably will not for some time. Readers of this journal have been prepared for the enforcement of the parcels post law.

Practically the only firms to use parcels post as yet are the department stores. All of the Philadelphia department stores are delivering goods by mail now, even within the limits of their regular wagon delivery. It also appears that the department stores will become mail-order houses to a much greater extent than they have ever been able to do before. For instance, several days before the first Strawbridge & Clothier, Philadelphia department store, advertised that through parcels post they would deliver goods free within three hundred miles. This includes all of Pennsylvania, Delaware, Massachusetts, Connecticut, New Jersey, Maryland, Rhode Island and District of Columbia, and is a very important move, especially as the other Philadelphia department stores, as well as those in New York City, will do the same.

Several months ago the "Grocery World and General Merchant" predicted that if the parcels post law passed and became operative large city grocers like the Finley Acker Co., of Philadelphia, could solicit orders anywhere in the United States. At that time the law did not provide for zones and the rate to the coast would have been the same as to a point a mile away. The creation of zones, with different rates for each, gives less chance to go far afield than the other plan did, but it appears from the last issue of "Acker's Weekly" that the concern still believes it can use par-

cels post to advantage. Read the following:—

We have designed a new package of delicious chocolates and bon bons especially adapted to the new parcels post act.

We call it "Ackers One Dollar Parcels Post Box"—and it is sent by mail to any part of the United States or its possessions for \$1.

It contains about 1½ pounds of delicious chocolates and bon bons, each piece of which has been especially selected with the view of giving to the receiver the maximum of genuine pleasure and satisfaction.

The package has also been especially designed to withstand the effect of mail transportation to any point within our postal system.

The Acker publication also suggests that teas, cigars and fine specialties can likewise be sent by mail.

The farmers who are expected to go after consuming trade in butter, eggs, fruit and vegetables have not yet appeared. That they will, however, is certain, for most daily newspapers are fostering this all they can, and the little want ads. from the farming districts are certain to appear in time.

The "Grocery World and General Merchant" has obtained a copy of the Post Office Department's official regulations for mailing packages, and presents them here:—

### PACKING OF PARCELS.

Sec. 19. Medicines composed wholly or in part of poison or poisons and anesthetic agents which are not outwardly or of their own force dangerous or injurious to life, health or property, and not in themselves unmailable (see Sec. 16), when packed as prescribed in Secs. 21, 22 and 23, and the package bears the name and address of the manufacturer of or dealer in the article mailed, may be transmitted in the domestic mails from the manufacturer thereof or dealer therein to licensed physicians, surgeons, pharmacists and dentists.

Sec. 20. Admissible articles which from their form or nature might damage other mail matter or equipment, or injure the person of any postal employee, may be mailed when packed in accordance with the following conditions:—

2. When not liquid or liquefiable, they must be placed in a bag, box, or removable envelope, or wrapping, made of paper, cloth, parchment or similar material, and inclosed in a box or tube of metal or wood, with a sliding clasp, or screw lid.

3. In case of such articles liable to break, the inner bag, box, envelope or wrapping must be surrounded by sawdust, excelsior, cotton or other similar substance.

Sec. 21. Admissible liquids and oils, in packages not exceeding eleven pounds in weight, will be accepted for mailing when intended for delivery at the office of mailing or on a rural route starting therefrom, when inclosed in a glass or metal container, securely closed and heavily wrapped, provided it is not necessary to transport them over steam or electric railways.

Sec. 22. Admissible liquids and oils, pastes, salves or other articles easily liquefiable, will be accepted for mailing regardless of distance when they conform to the following conditions:—

2. When in glass bottles, the quantity must not exceed twelve ounces, liquid measure. The bottle must be very strong and must be inclosed in a block or tube of metal, wood, papier mache, or similar material; and there must be provided between the bottle and the block or tube a cushion of cotton, felt, or other absorbent. The block or tube, if of wood, must be at least three-sixteenths of an inch thick in its thinnest part; if of papier mache or similar material, it must be at least one-eighth of an inch thick for bottles holding two ounces or less, and at least five thirty-seconds of an inch thick for bottles holding more than two ounces. The block or tube must be rendered water-tight by an application of paraffine or other suitable substance.

3. When in a metal container, the weight of the parcel must not exceed eleven pounds. The container must be hermetically sealed and inclosed in a strong box and securely wrapped.

Sec. 23. Pastes, salves, etc., not easily liquefiable, will be accepted for mailing when inclosed in water-tight metal containers and placed in a strong pasteboard or wooden box and securely wrapped.

Sec. 24. Manufacturers or dealers intending to transmit articles in considerable quantities should submit to the postmaster at the mailing office for approval a specimen parcel, showing the manner of packing.

Sec. 25. When sharp-pointed instruments are offered for mailing, the points must be capped or encased, so that they cannot cut through their covering. Blades must be bound so that they will remain firmly attached to each other or within their handles or sockets.

Sec. 26. Seeds and other admissible articles which are liable from their form or nature to loss or damage unless specially protected, may be put up in sealed envelopes or material sufficiently transparent to show the contents clearly without opening.

Sec. 27. Ink powders, pepper, snuff or other similar powders, not explosive, or any similar pulverized dry substance, not poisonous, may be sent in the mails when inclosed in the manner prescribed herein for liquids (see Sec. 22), or when inclosed in cases made of metal, wood, papier mache, or similar material, in such manner as to render impossible the escape of any of the contents.

Sec. 28. Flour of all kinds must be put up in such manner as to prevent the package breaking or cracking or the flour being scattered in the mails.

Sec. 29. Queen bees, live insects and dried reptiles may be mailed in accordance with the instructions of the Department of Agriculture as promulgated by the Post Office Department under Order No. 6,242, of May 4, 1912.

Sec. 30. Seeds of fruit, nursery stock and all other plant products for propagation may be mailed in accordance with the instructions of the Department of Agriculture as promulgated by Post Office Department orders, No. 6,313 of May 29, 1912; No. 6,655, of November 16, 1912, and No. 6,674, of November 27, 1912.

Sec. 31. Candies, confectionery, yeast cakes, etc., must be inclosed in boxes and so wrapped as to prevent injury to other mail matter.

Sec. 32. Sealed original packages of proprietary articles, such as soaps, tobacco, pills, tablets, etc., put up in fixed quantities by the manufacturer, and not in themselves unmailable, will be accepted for mailing when properly wrapped.

Sec. 33. Fragile articles, such as millinery, toys, musical instruments, etc., and articles consisting wholly or in part of glass, or contained in glass, must be securely packed and the parcel stamped or labeled "FRAGILE." Parcels so labeled must be handled with the greatest possible care.

Sec. 34. Parcels containing perishable articles must be marked "PERISHABLE." Articles likely to spoil within the time reasonably required for transportation and delivery must not be accepted for mailing. (See Sec. 1.)

2. Butter, lard and perishable articles, such as fish, fresh meats, dressed fowls, vegetables, fruits, berries and articles of a similar nature which decay quickly, when so packed or wrapped as to prevent damage to other mail matter, will be accepted for local delivery (see Sec. 3, Par. 2a), either at the office of mailing or on any rural route starting therefrom. When inclosed in an inner cover and a strong outer cover of wood, metal, heavy corrugated pasteboard or other suitable material, and wrapped so that nothing can escape from the package, they will be accepted for mailing to all offices within the first zone.

3. Butter, lard or any admissible greasy or oily substance, when intended for delivery at offices beyond the first zone, must be packed in accordance with Sec. 22.

4. Vegetables and fruits which do not decay quickly will be accepted for mailing to any zone if packed so as to prevent damage to other mail matter.

5. Eggs will be accepted for local delivery (see Sec. 3, Par. 2a) when so packed in a basket or other container as to prevent damage to other mail matter.

6. Eggs will be accepted for mailing regardless of distance when each egg is wrapped separately and surrounded with excelsior, cotton or other suitable material and packed in a container made of double corrugated pasteboard, metal, wood or other suitable material in such manner as to place each egg on its end and to prevent them from striking together or against the side or top of the container, with an outer cover of double corrugated pasteboard, metal, wood or other suitable material, and wrapped so that nothing can escape from the package. All such parcels must be labeled "EGGS."

Sec. 35. Salted, dried, smoked or cured meats and other meat products may be admitted to the mails and may be transported, regardless of distance, from one State or Territory or the District of Columbia to another State or Territory or the District of Columbia when the provisions of the act of June 30, 1906, and the regulations promulgated thereunder by the Department of Agriculture have been complied with; provided, however, that



# We offer to the grocers of the United States \$50,000 of our Quaker Oats and Mother's Oats advertising money

Every grocer who purchases Quaker Oats or Mother's Oats (regular or family size), and will make a display in his store, will be paid a refund for the advertising service.

By a display, we mean a pile of goods on the counter or bread box, or any prominent place in the store where the customers will be reminded to buy.

***We want a striking display in every store.***

We want it for your sake as well as for our sake.

It means a multiplied sale, and just at the season when Quaker Oats and Mother's Oats sell their best anyway.

On a one-case lot no allowance is made. It is not a sufficient display.

On a two-case order, displayed, we refund 40 cents. It is a small display, but we want to pay something to all grocers.

On a three-case order, displayed, we refund 75 cents.

On a five case order, displayed, we refund \$1.25.

On more than five cases we refund nothing at all, for a five-case lot gives all the display we need.

## This Is the Offer Good Only in the United States

Purchase now, from your jobber, a two-case, three-case or five-case lot of Quaker Oats or Mother's Oats, either or both combined, for delivery in one lot between January 1st and February 15th, and make a display in your store as outlined above.

For such displays of Quaker Oats and Mother's Oats we refund to the purchaser as follows:

Two cases, regular or family size	- - - -	\$0.40
Three cases, regular or family size	- - - -	.75
Five cases, regular or family size	- - - -	1.25

(By one case we mean 36 packages regular size or 20 packages family size)

### How to Collect the Advertising Refund

Mail to us your jobber's invoice showing the purchase of one of these quantities in a single delivery and between the dates specified. On the invoice please make a notation that you have displayed the goods as per agreement. On receipt of this invoice we will send the merchant our check for the amount we owe him and return his invoice in the same envelope. Applications for refund should be made not later than February 20th and addressed to

## The Quaker Oats Company

*Advertising Department, Chicago, Illinois*



fresh meat in any form may be transported only within the first zone. (See Sec. 34.)

Sec. 36. Specimens of dried blood or of diseased tissues or communicable diseases, cultured and tubercular sputum may be mailed

in accordance with instructions of the Treasury Department (Bureau of Public Health and Marine-Hospital Service), as promulgated by the Post Office Department under Order No. 3,064, of April 22, 1910.

## Goods That Are Being Advertised to Your Customers

**"Grocery World and General Merchant" Makes Compilation of Products for Which Demand Is Being Created Through Leading Periodicals. Papers and Magazines Used as Basis Cover Entire Country.**

[The compilation which appears below is the result of more thinking along a line which was given some discussion several months ago, viz., the advantage to the retailer of keeping posted as to what products are being advertised to his customers, so that he may get the benefit of such advertising, if the product is for other reasons a desirable one to sell. The list here presented includes practically every leading magazine and periodical, and products that are not advertised in at least some of them are hardly advertised in this way at all, although they may be in newspapers or in direct ways, such as sampling, demonstrating, etc.]

### January.

#### Good Housekeeping.

Baker's Cocoa, one page.  
Royal Baking Powder, one page.  
Shredded Wheat, one page.  
Old Dutch Cleanser, one page.  
Armour's Simon Pure Leaf Lard, one page.  
Crisco, one page.  
Grape Nuts, one page.  
Campbell's Soups, one page.  
Procter & Gamble's White Naphtha Soap, one page.  
Post Toasties.  
Nabisco, one page.  
Dromedary Dates, one page.  
Rumford Baking Powder, one page.  
Sunshine Biscuits, one page.  
Hunt's California Fruits, one page.  
Welch's Grape Juice, one page.  
Peter's Milk Chocolate, one page.  
Stereo Bouillon Cubes, half page.  
Wesson Snowdrift Oil, one page.  
Horlick's Malted Milk, two inches.  
McMenamin's Deviled Crabs, quarter page.  
Cando Silver Polish, quarter page.  
Jap-a-Lac, quarter page.  
None-Such Mince Meat, half page.  
Atwood Grape Fruit, half page.  
Nosco Onion Salt, one page.  
Knox Gelatine, one page.  
Lea & Perrin's Sauce, one page.  
Meadow Gold Butter, one page.  
Occident Flour, one page.  
Kitchen Bouquet, one page.  
Kornlet, one page.  
Wrigley's Spearmint, one page.  
Worcester Salt, one page.  
Beech-Nut Peanut Butter, one page.  
Swift's Premium Hams and Bacon, one page.  
Ivory Soap, one page.  
Bon Ami, one page.  
Instant Postum, one page.

#### Saturday Evening Post.

Post Tavern Special, quarter page.  
Campbell's Soups, half page.  
Whitman's Chocolate and Candy.  
Armour's Bouillon Cubes, quarter page.  
Lea & Perrin's Sauce, four inches.  
Snider's Pork and Beans, one page.  
Towle's Log Cabin Syrup, eighth page.

Occident Flour, quarter page.  
Fairy Soap, quarter page.  
Stereo Bouillon Cubes, four inches.  
Beech-Nut Peanut Butter, quarter page.  
Blue Label Ketchup, quarter page.  
Dromedary Dates, quarter page.  
Spearmint Chewing Gum, two pages.  
Bull Durham Tobacco, half page.  
Grape Nuts, quarter page.  
Barrington Hall Coffee, quarter page.  
Hunt's California Fruits, quarter page.  
Burnham & Morrill's Fish Flakes, eighth page.  
Nabisco, quarter page.  
Uneda Biscuit, quarter page.  
Cream of Wheat, one page.  
Crisco, one page.  
Instant Postum, quarter page.  
Huyler's Products, two pages.  
Lea & Perrin's Sauce four inches.  
Meadow Gold Butter, quarter page.  
Swift's Premium Hams and Bacon, quarter page.  
Gold Medal Flour, one page.

#### Pictorial Review.

Cream of Wheat, one page.  
Campbell's Soup, quarter page.  
Post Tavern Special, quarter page.  
Uneda Biscuit, quarter page.  
Grape Nuts, quarter page.  
Postum, quarter page.  
Crisco, quarter page.  
None-Such Mince Meat, eighth page.  
Snider's Catsup, one page.  
Old Dutch Cleanser, one page.

#### Smart Set

Nabisco, one page.

#### Delineator.

Cream of Wheat, one page.  
Knox Gelatine, one page.  
Ivory Soap, one page.  
Nabisco, quarter page.  
Grape Nuts, quarter page.  
Post Tavern Special, quarter page.  
Instant Postum, quarter page.  
Procter & Gamble's White Naphtha Soap, quarter page.  
Stereo Bouillon Cubes, eighth page.  
Crisco, quarter page.  
Snider's Catsup, half page.  
Welch's Grape Juice, one-third page.

Electro Silicon, two inches.  
Dromedary Dates, ten inches.  
Three-in-One Oil, one inch.  
Fairy Soap, quarter page.  
Hunt's California Fruits, eighth page.  
Mapleine, four inches.  
Liebig Extract of Beef, eighth page.  
Gold Medal Flour, one page.

#### McCall's Magazine.

Knox Gelatine, half page.  
Ivory Soap, one page.  
Campbell's Soups, one-third page.  
Grape Nuts, one-third page.  
Post Tavern Special, one-third page.  
Uneda Biscuit, half page.  
Kingsford's Corn Starch and Karo Syrup, one-third page.  
Crisco, half page.  
Mapleine, four inches.  
Instant Postum, one page.

#### St. Nicholas.

Sapolio, one page.  
Bensdorp's Cocoa, half page.  
Three-in-One Oil, quarter page.  
Maillard's Cocoa, quarter page.  
Borden's Condensed Milk, half page.  
Ivory Soap, one page.  
Peter's Milk Chocolate, one page.

#### Ladies' Home Journal.

Hunt's California Fruits, one page.  
Ivory Soap, one page.  
Uneda Biscuit.  
Post Tavern Special, quarter page.  
Dromedary Dates, quarter page.  
Campbell's Soups, quarter page.  
Post Toasties, quarter page.  
Grape Nuts, quarter page.  
Instant Postum, quarter page.  
Blue Label Ketchup, quarter page.  
Procter & Gamble's White Naphtha Soap, quarter page.  
Beech-Nut Peanut Butter, quarter page.  
Fairy Soap, quarter page.  
Welch's Grape Juice, one-third page.  
Knox Gelatine, quarter page.  
Burnett's Vanilla, eighth page.  
Electro Silicon Silver Polish, three inches.  
Horlick's Malted Milk, two inches.  
Crisco, one page.  
Liebig Extract of Beef, eighth page.  
Gold Dust Washing Powder, eighth page.  
Hormel's Dairy Hams and Bacon two inches.  
Snider's Catsup, one page.  
Old Dutch Cleanser, one page.

#### The American Magazine.

Fairy Soap, one page.  
Nabisco, one page.  
Shredded Wheat, two-thirds page.  
Jap-a-Lac, one-third page.  
Atwood Grape Fruit, one-third page.  
Swift's Premium Hams and Bacon, one page.  
Sunshine Specialties, one page.  
Blooker's Cocoa, two inches.  
Welch's Grape Juice, one-third page.  
Snider's Catsup and Pork and Beans, one-third page.  
Ivory Soap, one page.  
Instant Postum, one page.

#### McClure's.

Ivory Soap, one page.  
Bon Ami, one page.  
Grape Nuts, one page.  
Nabisco, one page.  
Fairy Soap, one page.  
Snider's Catsup, quarter page.  
Horlick's Malted Milk, two inches.  
Crystal Domino Sugar.  
Cream of Wheat, one page.  
Shredded Wheat, one page.  
Outing Magazine.  
Atwood Grape Fruit, half page.  
Three-in-One Oil, two inches.  
Wrigley's Spearmint, one page.  
Postum, one page.

#### The Outlook.

Crisco, one page.  
Instant Postum, one page.  
Wheatena, one page.  
Bon Ami, one page.  
Ivory Soap, one page.  
Lowney's Cocoa, one page.  
Austin's Dog Bread, quarter page.  
Atwood Grape Fruit, half page.  
Sunshine Biscuit, one page.  
Dromedary Dates, half page.  
Baker's Chocolate, one page.

#### The Woman's Magazine.

Cream of Wheat, one page.  
Knox Gelatine, one page.  
Ivory Soap, one page.  
Nabisco, quarter page.  
Crisco, quarter page.  
Instant Postum, quarter page.  
Grape Nuts, quarter page.  
Post Tavern Special, quarter page.  
Dromedary Dates, ten inches.  
Mapleine, four inches.  
Snider's Catsup, half page.  
Welch Grape Juice, one-third page.  
Fairy Soap, quarter page.  
Stereo Bouillon Cubes, eighth page.  
Three-in-One Oil, one inch.  
Procter & Gamble's White Naphtha Soap, quarter page.  
Gold Medal Flour, one page.

#### Scribner's Magazine.

Swift's Premium Hams and Bacon, one page.  
Atwood Grape Fruit, half page.  
Campbell's Soup, one page.  
Nabisco, one page.  
Crystal Domino Sugar, quarter page.  
Horlick's Malted Milk, two inches.  
Ivory Soap, one page.  
Instant Postum, quarter page.  
Baker's Cocoa, quarter page.  
Royal Baking Powder, quarter page.

#### The Century Magazine.

Sapolio, one page.  
Shredded Wheat, one page.  
Horlick's Malted Milk, two inches.  
Atwood Grape Fruit, half page.  
Crystal Domino Sugar, quarter page.  
Nabisco, one page.  
Peter's Milk Chocolate, one page.  
Swift's Premium Hams and Bacon, one page.  
Ivory Soap, one page.  
Libby's Products, one page.

#### Everybody's Magazine.

Cream of Wheat, one page.  
Grape Nuts, one page.  
Campbell's Soups, one page.  
Atwood Grape Fruit, half page.  
Blue Label Ketchup, half page.  
Jap-a-Lac, quarter page.  
Fairy Soap, one page.  
Blooker's Cocoa, two inches.  
Snider's Pork and Beans, quarter page.  
Horlick's Malted Milk, two inches.  
Three-in-One Oil, two inches.  
Nabisco, one page.  
Ivory Soap, one page.  
Old Dutch Cleanser, one page.

#### The Atlantic Monthly.

Peter's Milk Chocolate, one page.  
Atwood Grape Fruit, half page.  
Bensdorp's Cocoa, half page.  
Baker's Cocoa, one page.

#### Woman's Home Companion.

Gold Medal Flour, one page.  
Ivory Soap, one page.  
Post Tavern Special, quarter page.  
Bon Ami, quarter page.  
Campbell's Soup, quarter page.  
Postum, quarter page.  
Huyler's Products, eighth page.  
National Biscuit Co.'s Products, one page.  
Crisco, quarter page.  
Sunshine Biscuits, quarter page.  
Beechnut Peanut Butter, quarter page.  
Knox Gelatine, quarter page.  
Snider's Catsup, eighth page.



Grape Nuts, quarter page.  
Burnett's Vanilla, eighth page.  
Kitchen Bouquet, four inches.  
Welch Grape Juice, one-third  
page.  
Liebig Extract of Beef, eighth  
page.

Steero Bouillon Cubes, eighth  
page.  
Procter & Gamble's White Naph-  
tha Soap, quarter page.  
Horlick's Malted Milk, two inches.  
Kellogg Toasted Corn Flakes, one  
page.

## What Harm Will the Parcels Post Law Do the Retail Business?

**Variety of Opinions From Retailers From Every State in  
the Union. Some Feel Competition of Mail Order Houses  
More Than Others.**

[As readers of this journal know, a parcels post law has been passed by Congress, signed by the President and became operative January 1, 1913. It allows packages weighing up to eleven pounds to be sent through the mails at much less than present rates, and is generally expected to aid the mail order houses, to the injury of the regular retail merchants, especially of the country districts. As a matter of interest, the "Grocery World and General Merchant" has asked its subscribers in all the States to express opinions on this subject, and these opinions will be published as fast as received.  
—Ed.]

### KANSAS.

By Parish Brothers, Junction City,  
Kan.

The mail-order houses do hurt the retail business to some extent here. We think that the lower postal rate will hurt the retail business some in this territory without any doubt, and our judgment is quite a little.

### PENNSYLVANIA.

By Penn Grocery Co., Erie, Pa.

We are sure that the mail-order houses in the big cities will hurt the grocery business here in Erie far more than ever under the parcels post law.

### WYOMING.

By The Platte Valley Mercantile Co.,  
McKinley, Wyo.

So far the mail-order houses are not hurting our business to amount to anything and I hardly think that the lower postage rates will make much difference in this locality.

By Mr. H. G. Drew, Evanston, Wyo.

Up to the present time we have not noticed any special difference, but it is our opinion that as soon as a certain class of people really learn how much can be sent by parcels post it will work a hardship on small retailers.

### FLORIDA.

By L. W. Burkhardt, West Palm  
Beach, Fla.

In our mind there is no doubt whatever that the small dealer must, as he always has, suffer loss of trade by parcels post.

Because of the established fact that buyers will seek the cheapest market, even though they have to go to the Antipodes for it,

and will eagerly avail themselves of any means that will enable them to get the lowest price, regardless of the merit of the home dealer, be he situated where he may.

Aside from this, in our mind the chief objection to the parcels post in our country is the zone system, which we are inclined to consider an 18 karat farce, that benefits chiefly the express companies in whose interest it seems to have been devised.

### OKLAHOMA.

By E. W. Hardin, Ada, Okla.

As yet we are not troubled with the mail-order business, but we are fearful that a lower postage rate will encourage the business.

### Do You Sell "Gluten Flour"?

If a physician prescribes "Gluten Flour" as diet for diabetic patients, he expects, and has a right to expect, that the manufacturer or dealer from whom the patient procures such a product supplies him with flour which will at least comply with the requirements of the United States Pure Food Law, which demands that a "Gluten Flour" shall contain at least 35 per cent. of protein.

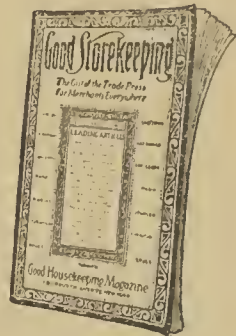
There are flours sold as "Gluten Flours" which contain only about half this amount. Such substitutes are liable to be of much detriment to a sufferer from this malady.

After long experience in the manufacture of high-class cereal sanitary specialties, Farwell & Rhines, of Watertown, N. Y., have placed upon the market a genuine Gluten Flour containing about 40 per cent. of gluten, which has no superior in this country or abroad for all uses as a flour in marked cases of diabetes.

Their Cresco Flour has for many years proven a boon to the physician in his treatment of acid and intestinal dyspepsia, carrying a medium percentage of gluten attractive and palatable for all uses in such cases, and mild forms of kidney and liver troubles.—  
Adv.

## You Do Not Have to Pay for Good Storekeeping

This big quarterly review of the trade paper field, filled with information, plans and helps you want to know about, is sent you without charge or obligation.



Good Storekeeping will show you how you can share in the benefit of the eighty millions of dollars being spent each year for National Advertising in the big monthly and weekly magazines.

**Good Storekeeping discusses the business problems of the day from your standpoint and tells how other merchants are cashing in on National Advertising—how manufacturers are helping them increase their profits and how you can gain new trade.**

Good Storekeeping is for all merchants in all lines of business—druggists, grocers, piano dealers, jewelers, hardware men, furniture men, dry goods men and builders.

**Good Storekeeping is worth sending for—it will help you get goods across the counter.**

**Sign and send the coupon to-day.**

**Dealers' Service Dept.**

**Good Housekeeping  
Magazine**

**381 Fourth Ave., New York City**

G. W. 7

**GOOD  
HOUSEKEEPING  
MAGAZINE**

381 Fourth Ave., New York

Please enter the name of  
my establishment (Store  
Name Here)

on the complimentary mailing list for  
Good Storekeeping. I carry a fair as-  
sortment of advertised goods in my line.

Name .....

Address .....



# WITH THE EDITOR

The National Credit Men's Association sends this journal the following and asks "what would you do with this order?"

## What to Do With the Order.

In a city of approximately 2,000 inhabitants, of which one-third at least were moderate wage earners, a merchant has been conducting a general store for three years upon a cash capital of \$5,000. This capital was inherited from a parent; the merchant was thirty years of age, married, and his family included four in all. He had been trained in a general store clerking on a moderate salary until his present enterprise was opened. The town was in an agricultural country producing mostly corn and wheat, and the merchant had to extend credit running from thirty days to six months upon at least 70 per cent. of his sales.

He placed an order with a wholesale house for \$500, was then owing the house, not quite due, \$300, and his payments had been first upon a discount basis, then prompt, and for the past six months had averaged thirty days slow. At the request of the wholesale house he made the following statement:—

Stock on hand .....	\$6,000
Accounts receivable .....	3,000
Accounts closed by note ....	2,000
Cash in bank .....	500
Cash on hand .....	100
No real estate or personal property except household goods of doubtful value.. ....	
Total .....	\$11,600
Liabilities for merchandise:—	
Not due .....	\$3,000
For merchandise past due .....	1,000
Loans from bank not due .....	1,000
	\$5,000
Net .....	\$6,600

This merchant's home expenses did not exceed \$600 a year and his habits were thought to be above reproach; his capacity was only moderate.

Perhaps the writer would accept the \$500 order, provided a positive and secured promise was made to pay the previous \$300 one, when it came due, but nevertheless this seems like a case to watch. Any retail merchant who is forced to give 30 days to six months' credit on 70 per cent. of his business is bound to tie up far more capital than the business he probably does will warrant. Tying up his capital means of course that he cannot turn it over quickly and cannot make his buying up to date. That would probably show in his \$6,000 stock on hand: likely half or three-fourths of it is dead wood.

One other thing: it is always suspicious when a buyer who at first discounts, drops to "prompt" and then to "slow." This is progressive deterioration and it probably means either questionable personal habits—in this case eliminated—or insufficient business.

While the modern department store is unquestionably a remarkable achievement,

## Department Store Thieves and Thieving.

and in many ways an enormous convenience—which, however, is not free—to the consumer, its other side is that it has fearfully degraded trade standards. There are some exceptions, of course, but about the average department store's relations with those who sell it goods, there is no more honor than there is in the casual pow-wow of two dogs in a fence corner. The department store will make contracts and break them, it will steal what it is not entitled to, it will deliberately take every illegitimate advantage its victims will let it take.

Several of the Philadelphia department stores have an employee usually known as "merchandise man." His real office is to steal as many unearned advantages as he can, and he usually more than earns his money. Contracts made by the regular buyers are passed on by the merchandise man, and a favorite trick is to make an inconspicuous note in some corner which changes the terms, always to the store's advantage. If the seller objects when the matter arises—"you accepted the contract with that on it, didn't you?" That usually settles it, for the store is a big buyer.

Stealing unearned discounts is another of the merchandise man's duties. Gimbel Bros., Lit Bros. and other Philadelphia department stores are notorious for this. They pay after the discount period has long since passed, but still take the discount. Then ensues long correspondence,

or troublesome telephone calls or interviews, all much more of a nuisance to the creditor than to the debtor, as the latter expects and has provided for them. Perhaps \$5 or \$6 are at stake; in half the cases the merchandise man wheedles or threatens himself into victory, and the seller agrees to "let it go this time." Multiply \$5 by a thousand items and you have the reason for the merchandise man. This criminal employed by one department store is said to have boasted that he "saved" \$15,000 for his employers last year. Not saved, but stolen, every cent of it. Every discount taken but not earned, every secret improvement in terms "put over" by a secret mark in the corner of an order, every improper concession wrung from sellers by threat to boycott or promise to patronize, was a separate and distinct stealing, and the man making it and the employer hiring him to make it were thieves together. Even worse than thieves, for they have largely helped business to become the dishonorable thing which in many ways it is.

The failure of the Government's suit against the Kellogg Co. is the last hope of the manufacturer who wishes to have

his product sold at a fixed and uniform price from jobber to retailer and from retailer to consumer. If this suit succeeds, there is no longer any way which the writer can see, to control the price of goods which have left the hands of the original buyer.

The Kellogg plan is particularly clean cut, and has succeeded very well. Jobbers are not asked to sign a contract to hold the price, but they are expected to hold the price just as if they had signed one, and they know that very well and do it. If they violate this understanding they are cut off. As a result, Kellogg's Toasted Corn Flakes are to-day on sale by all jobbers at the practically uniform price of \$2.80 per case.

That is the first charge which the Government makes—that through this the Kellogg Co. deprives the retailer of the lower prices that might come if jobbers really competed among themselves for the Kellogg business.

The second charge is that the Kellogg Co. controls the price from retailer to consumer and thus robs the consumer of the result of competition among retailers. This by patenting its carton and printing a notice on its label which tries to put a retailer in the position of selling a patented article under license from the manufacturer, a condition of which license is retailing at 10 cents a package. Here is the nub of the Government's case. The courts have held that a manufacturer may not control the selling price of his products, in the hands of dealers who have not bought from him direct—except in the single case of a patented article, in which controlling the price in everybody's hands, is a proper part of the monopoly which the grant of a patent involves.

The Kellogg Co. has tried to bring itself within the exception by getting a patent on its carton. The Government says the carton was not patentable; but whether it was or not, it seems certain that the only reason it was patented was to enable a control of price. If for either of these reasons the court holds that the plan gives the Kellogg Co. no legal right to control prices in retailers' hands, then manufacturers will probably have to abandon forever all effort to fix the prices at which unpatented articles shall sell in the hands of dealers who have not bought direct, but through jobbers. As a matter of fact, there will probably be nothing left to try, for almost every conceivable plan to accomplish this result has come before the courts and been destroyed.

As to the first phase of the Kellogg Co.'s control, viz., its understanding with jobbers by which they shall sell at a fixed price or be cut off, the writer ventures to predict that this will be found



perfectly legal and well within a manufacturer's rights. As to the second phase—the patented carton and the control through that of the retail price, the writer has an equally settled conviction that this will be found illegal.

The papers and the magazines are just now full of articles by writers who know absolutely nothing about it, the substance of

which is that the country merchant, if he will use a little energy, can make as much money out of parcels post as anybody else. So far, the writer has seen no practical suggestions as to how this can be done, and it asks the question now: How can the small town or country retailer adapt the parcels post to the improvement of his own business?

Consider a typical case, John Jones has a grocery or general store in a town of 2,000 people, say forty or fifty miles from a large city. Already the large mail-order houses have pushed themselves into his territory and the parcels post law will furnish them a horse on which they can ride still further in. If he uses

the parcels post law it means that he too must do a mail-order business. What with? He has an average stock; obviously it contains nothing and might contain nothing, which the stock of his neighboring competitors—in whose territory his mail-order business must ship if it ships at all—does not or could not also contain. And of course he could not cut very far below them in price. What chance, then, has he? Only one, so far as the writer sees. The small retailer to use parcels post, must do as every large mail-order dealer does: he must offer something "special," either as to article, grade or price. Sausage made at a certain farm, unusually fresh eggs, apples from a certain orchard, somebody's home-made jellies and jams, a special dairy butter, and so on. That might work, but it must always be remembered that the producers of these things have even a better chance to push them than any grocer, who is a middleman and must buy to sell again. Still, all the farmers aren't going to be enterprising enough to enter the mail-order business, and there will probably be a chance for some country merchants to do this sort of thing.

## Kellogg Suit is of Enormous Importance

**Government's Effort to Convict Toasted Corn Flakes Co. of Monopolistic Efforts Greatly Interests and Vitally Affects Trade. Government Says Kellogg Exacts Price-holding Contracts from Jobbers, Which They Deny. Doesn't Think Much of Patented Carton Plan.**

A live topic for discussion during the week has been the action brought by the United States Government against the Kellogg Toasted Corn Flake Co. on the ground that the Kellogg plan for maintaining the prices of Kellogg Toasted Corn Flakes was an illegal restraint upon competition. The suit was announced and briefly described last week.

During the week a copy of the petition filed by the Government has been obtained. The defendants are the Kellogg Toasted Corn Flake Co., Will K. Kellogg, president; Wilfred C. Kellogg, secretary, and Andrew Ross, general manager. It is said that Wilfred C. Kellogg has not been connected with the company for

several months. Following are extracts from the petition:—

Kellogg's Toasted Corn Flakes reach the consumers thereof in the following manner: The defendant corporation, acting through its officers, the individual defendants, sell to jobbers cases containing thirty-six cartons or packages filled with said products and it refuses absolutely to sell said goods directly to the consumer or to the retail trade. The jobbers in turn sell said packages by the case to the retail merchant, and by said merchants the product is sold by the package to the consumers. The jobbers are forced to agree to sell to the retailers only at a set price.

The agreements exacted from jobbers and the conditions of sale imposed upon and accepted by the retailers, restrain the interstate commerce in this breakfast food in that they prevent it from moving in interstate commerce at prices other than those fixed by the defendant company and prevent all competition between dealers which can affect its cost to the retailer

# The Quality Cash Wholesale Grocery Warehouse

Nos. 1211-13-15 NORTH SECOND STREET  
PHILADELPHIA, PA.

The word quality as applied to this business means first the best quality in the different grades needed to supply general trade, good low priced, good standard, and extra quality.

Quality here also means service to you, in straightforwardness in describing goods, so that you can always depend on goods being as represented and at right prices. In making this warehouse your wholesale supply house, to aid the success of your business, by the most friendly co-operation.

Fancy peas, cans filled with peas as tender and fine flavored as peas can be, \$1.53 per dozen. These peas will match brands selling at \$1.65 to \$1.85 per dozen.

For quality, the soaked peas we sell at 60c. per dozen will match brands sold for 80c. Our goods are packed from best grade selected dried peas, and while these are the lowest priced peas sold by the trade, yet in them quality stands out.

A fine country-packed early June peas, very tender, uniform in size, fine flavored (a little slack filled), \$1.07 1/2 per dozen, we have brands that are packed brim full, but the quality is not near so desirable.

We offer a decided bargain in a very good full count double dipped 500 match, at \$3.30 per gross. There are matches in which the price is reduced by cutting the stick a little short. These are full length sticks and the composition used is the best. The same grade matches in penny boxes (large size 1c. boxes), 87 1/2c. per gross.

Best Red Alaska Salmon .....	\$1.67 1/2
No. 3 Barley (100 bags).....	2.85
Fancy Pink Salmon .....	.84
A good low price Oolong Tea.....	.13 1/2
A fancy Formosa Tea.....	.42
Teas less 4%.	
The finest grade Cloudy Syrup .....	.24 per gal.
The finest grade, in half bbls. ....	.26 "
Finest grade Clear Syrup .....	.25 "
Finest grade, in half bbls. ....	.27 "
Both trade builders.	
No. 3 Spinach, cans well filled, good quality	1.00 per doz.
Fancy Kieffer Pears, in heavy syrup.....	.90 "
Pure White Vinegar, in bbls.....	.07 per gal.
Pure Dark Vinegar, " .....	.07 1/2 "
Half barrels 1c. gallon extra.	

Sugar sold at refiners' lowest wholesale prices less one per cent. on date order received.

Send cash with order or reference, and goods will be shipped and you can mail check after you have received goods. The business of prompt paying trade solicited.

Prices guaranteed on the entire line.

**WILLIAM C. YOUNG**



or consumer. "They produce," it is added, "a monopoly of said interstate commerce in that they concentrate in the hands of those who abide by the terms of said agreement and conditions of sale the entire traffic in said article and exclude therefrom all dealers who refuse to enter into or abide by said agreements and conditions."

The petition also discusses the Kellogg plan to patent its carton and through this fix and maintain the retail price, and expresses the following conclusions:—

1. Said carton was not in fact patentable, in that every material feature thereon had been long in use before said patent was issued.

2. The value of the carton is negligible as compared with the value of the contents thereof, and it is the contents alone that is desired by the purchaser and forms a consideration for the contract, the purchase of a carton being a mere incident in the contract or sale.

3. Defendants having sold the cartons and contents to the jobbers and parted with all title thereto, have no legal power to fix the price at which a purchaser from said jobbers can be required to sell the same.

4. Its use is resorted to as a mere subterfuge and device to avoid the provisions of the Act of July 2, 1890, known as the Anti-Trust Law, and the principles of the common law controlling such contracts.

The Government does not ask the court to dissolve the Kellogg Co., but makes the following prayers:—

1. That the plan of sale adopted and enforced by defendants, to wit, the requiring of an agreement upon the part of the jobbers to sell toasted corn flakes at a fixed price per case, and the requiring by the method above described of all retailers to sell said product at a fixed price per package, be declared violative of the said Anti-Trust Act of July 2, 1890.

2. That defendant Kellogg Toasted Corn Flake Co. and the individual defendants and all other officers and agents of said defendant corporation be enjoined from requiring jobbers to enter into an agreement to resell said toasted corn flakes at a fixed price per case, and from suggesting to said jobbers, in writing or otherwise, that if they fail or refuse to observe said fixed prices they will be cut off from a further supply of said product, and that on final

hearing said injunction be made perpetual.

3. That the defendant Kellogg Toasted Corn Flake Co. and the individual defendants, and all other officers and agents of said defendant corporation, be enjoined from exacting in any manner an agreement or understanding from the retailers of said product that they shall sell the same at a price fixed by defendants, or at any other uniform price, and especially from packing and selling the same in cartons or boxes having thereon the notice above quoted requiring the retailer to sell said carton and its contents at 10 cents per package, or a notice of any similar character; and, further, from threatening or suggesting, either directly or indirectly, to the retailers of said product that if they do not observe the price specified by defendants their supply thereof will be cut off; and that on final hearing said injunction be made permanent.

4. That petitioner be granted such other and further relief as the nature of the case may require and the court may deem proper in the premises.

The Kellogg Co. say they have a complete answer to the charge that they compel jobbers to make contracts to maintain the price; they say they abandoned these contracts three years ago and have used nothing of the kind since. There is no question, however, that every jobber who sells the Kellogg products knows perfectly well that he is expected to hold a certain price, and that if he does not do it he will be cut off. In fact the Kellogg Co. in its "announcement of terms" dated December 1, 1909, but still in force, says this in the following words:—

Any factor in the trade not willing to observe this scale of prices is requested not to handle the goods. Should a charge of violating these terms be made, we shall ask from the accused a certificate, to be verified by his oath and the oath of the salesman making the sale, to the effect that they have not violated the same. Refusal to furnish such a certificate will be construed as conclusive evidence that the charge is true, and further orders declined until reparation is made.

KELLOGG TOASTED CORN FLAKE CO.

#### PINEAPPLES.

	Opening	Highest	Lowest	Closing
No. 2 Standards, e. and c., water.....	\$1 10	\$1 10	\$1 05	\$1 10
No. 2 Standards, e. and c., syrup.....	1 40	1 40	1 10	1 15
No. 2 Ex. Standards, e. and c., syrup.....	1 50	1 50	1 25	1 30
No. 2 Ex. Sel., heavy syrup, e. and c.....	1 65	1 65	1 35	1 40

#### PEACHES.

No. 3 Pie peaches, unpeeled.....	95	95	75	75
No. 3 Peeled pie peaches.....	1 15	1 15	1 00	1 05
No. 3 Seconds white peaches.....	1 25	1 25	95	1 10
No. 3 Seconds yellow peaches.....	1 25	1 25	95	1 15
No. 3 Standard yellow peaches.....	1 65	1 65	1 30	1 35
No. 3 Standard white peaches.....	1 50	1 50	1 30	1 30
No. 3 Extra Standard yellow peaches.....	1 75	1 75	1 40	1 40
No. 3 Extra Standard white peaches.....	1 70	1 70	1 35	1 40

#### TOMATOES.

No. 2 Standard tomatoes.....	92½	95	60	65
No. 3 Standard tomatoes.....	1 15	1 25	80	85

#### OKRA AND TOMATOES.

No. 3 Okra and tomatoes.....	1 00	1 00	80	90
No. 3 Okra.....	95	95	90	90

#### PEAS.

No. 2 Standard Early Junes.....	1 20	1 20	1 05	1 20
No. 2 Extra Standard Junes.....	1 25	1 25	1 10	1 10
No. 2 Sifted Junes.....	1 30	1 30	1 20	1 20
No. 2 Medium sifted Junes.....	1 35	1 35	1 20	1 25
No. 2 Extra sifted Junes.....	1 40	1 40	1 30	1 35
No. 2 Fancy extra sifted.....	1 50	1 50	1 45	1 45
No. 2 Ordinary Petit Pois Junes.....	1 50	1 50	1 40	1 50
No. 2 Extra selected Petit Pois.....	1 90	1 90	1 75	1 80

#### SPINACH, PUMPKIN, SQUASH, BEETS.

No. 3 Standard spinach.....	1 00	1 10	90	90
No. 3 Standard pumpkin.....	65	70	52½	52½
No. 3 Standard squash.....	75	70	60	60
No. 3 Standard beets.....	90	1 00	80	85

#### SAUER KRAUT, SWEET POTATOES.

No. 3 Standard sauer kraut.....	75	75	55	55
No. 3 Standard sweet potatoes.....	1 10	1 12½	70	75

#### OYSTERS.

No. 1 5-oz. Standard oysters.....	70	77½	70	72½
No. 2 10-oz. Standards.....	1 40	1 50	1 40	1 42½
No. 1 4-oz. Standards.....	65	70	65	67½
No. 2 8-oz. Standards.....	1 30	1 40	1 30	1 32½

#### BERRIES.

No. 2 Standard strawberries.....	95	95	85	90
No. 2 Extra Standard strawberries.....	1 15	1 15	92½	92½
No. 2 Ordinary preserved strawberries.....	1 35	1 35	1 00	1 10
No. 2 Extra preserved strawberries.....	1 60	1 60	1 35	1 40
No. 2 Standard blueberries.....	1 05	1 10	95	1 00
No. 2 Standard blackberries.....	95	95	70	75
No. 2 Extra Standard blackberries.....	1 10	1 10	95	1 00
No. 2 Standard red raspberries.....	85	85	70	75
No. 2 Extra preserved red raspberries.....	1 40	1 30	1 10	1 10
No. 2 Standard black raspberries.....	85	90	75	75
No. 2 Extra preserved black raspberries.....	1 30	1 30	1 10	1 10
No. 2 Standard gooseberries.....	95	95	75	75
No. 2 Standard white cherries.....	85	1 20	1 00	1 10
No. 2 Extra white cherries.....	1 20	1 30	1 20	1 30
No. 2 Standard red cherries.....	75	80	70	70
No. 2 Standard damsons.....	75	75	70	70
No. 2 Standard egg plums.....	75	75	70	70
No. 2 Standard green gages.....	75	75	70	75

#### BEANS AND SUCCOTASH.

No. 2 Standard lima beans.....	1 25	1 25	1 00	1 10
No. 2 Extra small lima beans.....	1 35	1 50	1 25	1 50
No. 3 Baked beans, plain.....	65	70	65	65
No. 3 Extra Standard baked beans, plain.....	80	85	80	80

(In sauce .02½ higher.)

No. 2 Standard white wax string beans.....	60	65	52½	65
No. 3 Standard string beans.....	80	80	70	72½
No. 2 Extra stringless beans.....	1 10	1 10	85	95
No. 2 Standard succotash.....	80	80	75	75
No. 3 Red kidney beans.....	90	90	75	90

#### PEARS AND APPLES.

No. 3 Standard pears, in water.....	70	70	60	65
No. 3 Standard pears, in syrup.....	75	75	70	70
No. 3 Extra Standard pears, in syrup.....	85	90	80	80
No. 3 Extra selected pears.....	95	1 00	90	90
No. 3 Standard apples.....	65	75	60	60

#### CORN.

No. 2 Harford Co. sugar corn, standard.....	62½	62½	55	55
No. 2 Standard shoepeg corn.....	65	65	60	60
No. 2 Extra Standard sugar corn, shoepeg... ..	70	75	65	65
No. 2 Standard Maine style corn.....	67½	70	60	55
No. 2 Standard Maine style, extra quality....	70	70	60	60
No. 2 Extra fancy fine quality corn.....	80	85	75	70

## 1912 Saw Bad Canned Goods Slump

**Meehan & Co.'s Yearly Compilation Shows Pineapples and Baked Beans Unchanged from a Year Ago, Oysters and String Beans Higher, But Everything Else Considerably Lower.**

The "Grocery World and General Merchant" has received from Thomas J. Meehan & Co., the Baltimore, Md., canned goods brokers, the usual compilation of the range of canned goods price for the year 1912, showing the opening, highest, lowest and closing prices. The figures show

an almost general slump in canned goods for 1912. Pineapples and baked beans were the same at the end as at the beginning, oysters and string beans were higher, and everything else on the list are lower—many things a great deal lower. Below are the figures:—



# Like No Other Catalogue

---

Our catalogue is the **standard** for all wholesaledom because

It contains the largest assortment of general merchandise in the world. It is a complete and comprehensive directory for the progressive merchant, telling him what and where to buy any one of 40,000 different quick-selling items.

It quotes the lowest average wholesale prices on earth, and gives the **net** price of each one of the 40,000 separate items in plain figures.

It guarantees the price of every item listed. For thirty days it gives one unvarying price of the world's largest stock of general merchandise.

It is issued—a brand-new book—twelve times each year, and brings you all the novelties while they are still new.

Its covers are filled with business talks from the pens of the foremost merchandising and advertising men in America.

It is the **standard** wholesale catalogue. All others are patterned after it.

It is the one comprehensive text-book of merchandising. It tells you what to pay, what to buy, where to buy it, and how to sell the goods after you have bought them.

You can make no mistake if you use the **standard**.

---

## BUTLER BROTHERS

*Exclusive Wholesalers of General Merchandise*

NEW YORK CHICAGO ST. LOUIS MINNEAPOLIS DALLAS



## The New York Letter

### Retailers Discussing Parcels Post. Canned Goods Men Ask Money to Meet Attacks on Tinned Foods. Various News and Market Summary.

Special Correspondence of "Grocery World and General Merchant."

New York, Jan. 2, 1913.

Retail grocers as well as wholesalers are watching with interest the operation of the new parcels post law and 'speculating' mentally as to its probable effect on business. It is admitted that the real effects will not be appreciated until the new system is in operation for a few weeks or perhaps months.

Already some of the newspapers contain advertisements of individuals and companies in the rural sections of Long Island and New Jersey offering to ship fresh eggs and butter to the city people. The advertisers promise to deliver eggs so that the city dweller will have them the day after they are laid. It is "going some" to do this of course. The expectation is that advertisers in the agricultural sections will probably increase and will add other lines such as vegetables and fruits to their parcels post business.

The new regulations are being carefully studied by the dealers and doubtless by the farmers and shippers who are likely to make use of the new medium of trade with the city.

It is supposed that new shipping companies will be started in the country districts to take advantage of the new facilities. These companies are likely to use a name indicating that they are themselves the actual farmers. It is suggested, however, that the farmers themselves are too busy with their regular work on the farms to do much in the way of trading directly with city people by means of the parcels post. If it turns out that way then there will be at least one middleman—the shipper in the country town or village who will buy from the farmers and attend to the details of doing up the food in suitable packages, getting customers in the city, shipping the food, and collecting.

Most of the grocers with whom your correspondent has talked on

the subject think that the new system will not interfere to any great extent with the regular business of the grocery stores. Because of the novelty, a good many people are likely to buy some food by parcels post for a few times and after that to fall back on the corner grocer for regular supplies as usual. This is looked upon as the probable outcome in many instances, although it is admitted that in some food lines more permanent results will be noted.

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An appeal for co-operation and financial subscriptions has been issued by Sig. Seeman, chairman of the New York Sub-Committee of the National Canned Foods Publicity Committee. In this appeal the committee outlines the plans for meeting attacks on the industry and for booming canned food, especially by a National Canned Food Week, probably in April.

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Another of the market clubs has been getting some publicity. It is composed of a small group of housewives for whom Mrs. Bleecker Bangs does the buying. She started the club and has been its buyer from the start.

The Little Market Club is composed entirely of women of Brooklyn living in the same neighborhood. Mrs. Bangs buys the supplies, she says, from the wholesale dealers in the Wallabout wholesale market. She says that as she buys in wholesale quantities she has no trouble in getting any kind of supplies from these dealers. She says that some of these dealers are even making a special effort to co-operate with her by making deliveries to the members of the club.

Mrs. Bangs says that the club is a success and it solves the problem of the cost of living much more satisfactorily than does the idea of having each woman go to market with her market basket. As she sees it, the woman of to-day does not

wish to do her own marketing and the old-fashioned market basket will not come back. But her club, she says, gets for its members what are substantially wholesale prices. The principle, she says, is similar to that of the co-operative store, another idea that meets with her approval.

To show the great savings that are made she compares the prices of potatoes bought by the barrel with the prices when they were sold by the quart. Similarly, she compares the prices of cauliflower and cabbages by the dozen and when sold singly. She gives other instances, in an effort to show that the retailer who sells in small quantities is making exorbitant profits.

Apparently she has not given any thought to the services of the dealer in delivering in small quantities, his loss in waste and decay of perishable food. The convenience he provides in keeping a variety of supplies ready for his customers at any hour that they may order from him are not taken into consideration; nor his store expenses of rent, heat and light and a hundred other items—none of these are even mentioned.

Said a well known retailer to your correspondent: "The club merely proves that as long as one or two of the women are willing to give their time to the work, they can save a little money for all by cutting out the services of the retailer. As for wholesale dealers helping the club by making what are practically retail deliveries to its members, I cannot see the justice of such actions."

Another retailer said that he recently gave a convincing demonstration to one of his customers of the fact that there is nothing exorbitant in the profits of the regular retail grocer.

The customer has close friends in the center of a rich farming section up the State. Acting on the grocer's urgent suggestion, the customer had one of his rural friends ship him by freight a barrel of potatoes and a barrel of apples. The price up the State was at rock bottom. Yet when the freight to this city and the express from the dock to the customer's house were added, the cost of the produce was fully up to the grocer's prices on the day when the two barrels were delivered. And now the customer has

to stand whatever loss there is in the decay of the produce before it is consumed.

That customer is ready to recommend the grocer as a man who earns all the profits that he gets.

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Notice has been received that the Department of Agriculture has postponed until May 1st the prohibition against the sale and shipment in interstate commerce of food colored with copper salts. The prohibition is now effective, however, as against the importation of food so colored.

The importers and wholesale dealers have therefore until May 1st to dispose of stocks on hand. Apparently the sale by retailers can continue thereafter, as such sales are not part of interstate commerce. So the end of the copper green peas, the chief article affected, will not be reached until the retailers dispose of whatever stocks they receive before the date mentioned.

Some of the importers still have hopes, however, of making a further appeal or protest against the ruling under which the sale of such food is to be barred. The importers will try to bring the matter before the next administration.

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S. L. Bruck & Son, wholesale grocers at 331 East 103d street, have made a compromise with creditors, as approved by Judge Holt, at 30 cents on the dollar. Liabilities were a little above \$80,000, about one-half of which were unsecured.

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In commenting on the Government's new suit to break up the Kellogg fixed price plan it is pointed out in the trade that the old questions as to contracts and terms of sale will be revived and this time in a way to get a final decision.

Up to three years or so ago the fixed prices were maintained by the company's contracts with the jobbers. At that time the contracts were eliminated and since then the fixed prices have been equally well maintained by means of the famous terms of sale.

It has been the hope and belief of the friends of the plan in the trade—and they are many—that the terms of sale could not be

(Continued on page 22a.)



# THE STROLLER'S COLUMN



## Thanks and Many of 'Em.

Well, here's little old 1913. Happy and many of 'em. Much obliged, ginger ale for me.

I've made me good resolves already. Sure, I don't feel right unless I pull up every January 1st. To be sure, I don't have so many new leaves to turn over as other fellows, but all the same I go through the motions of it so's to be right up with the rest.

I'll be stylish or bust a shirt. I don't mind telling you what my resolves are:—

1—I ain't going to marry any more women while my wife's alive. 'Taint polite.

2—I ain't ever going to drink more than six quarts of champagne in one night.

3—I ain't going to keep more than four automobiles. I don't know how I'm going to get along with only four, but Uncle William says there's no good in any resolve that you don't have to pinch yourself to keep, so here goes, let the chips fall where they may.

4—I ain't going to buy any more hair-growers. I guess she's gone for keeps, so I'll make up my mind to it. You don't have to have hair to have a pure heart. Look at the editor; he has hair to burn.

5—If any of you fellows ask me up to the house for supper, I'll always go. I won't smash a man in the face any more when he gives me a bid for a free meal.

There are a lot more, but I've forgot 'em for the minute. I'll think of 'em again and let you know. I've just thought of a new scheme a customer of mine's going to try on the first of the year. He's in a town near Pittsburgh and he's always had a bunch of trouble keeping clerks. He takes young fellows out of the town and trains 'em, and after they've

got where they're some good to him, they up and get a hunch to go to Pittsburgh for a real job. His store is in a small town and he can't pay a clerk much more than \$12 or \$13 a week.

You can't blame a young fellow for wanting to better himself.

Last February he lost one of his best men that way and he tried for a month and couldn't seem to get another. He even advertised in the Pittsburgh papers, but he couldn't get what he wanted. He met up with some, but they didn't suit, so finally he put a niece of his wife's in to help around and by George, in a little while she got to be the best man in the place.

She was clean and sat right on the job all the time.

Last summer he lost another man and this time he didn't look for anybody but a girl. You know you can always pick up girls around a country town. There's plenty of 'em waiting and sitting around until they're around 30, hoping to get married. The only jobs they can usually land are in the dry goods or candy stores at \$5 or \$6 a week and the prospect is pretty fierce. Offer 'em \$8 or \$9 to clerk in a grocery and they jump at it.

I'll bet I can go in any country town with three or four thousand people in it and find thirty good hefty girls that will hug and kiss anybody for a job in a grocery store at \$9 a week.

What's more, they'll make bang-up good.

When I was in this man's store in November, he told me that this coming January he was going to change all his help except the man that cut meats and the delivery boy. He had a boy then, but he was a little fellow and he was going to get a huskier lad

so's he could do 'most of the rough work.

All the rest would be girls—four of 'em altogether.

He told me what he saved by it. He paid the four men \$13.50, \$11, \$11 and \$9. Forty-four dollars and a half all told.

He gets the four girls for \$32. Two at \$9 each, one at \$8 and one at \$6. Twelve dollars and a half clean saved. That is, saved on paper. He figures it out it'll be saved, but he'll know more about it when little old 1914 shows up. I ain't had much experience with women around a grocery store; some of my customers have one or two around to help, but the

bulk of the help were always men. Me, I don't know how it's going to pan out. I don't see any reason why it oughtn't to be all right. You take a day's work in a grocery store—is there any of it except the heavy work that a hefty woman couldn't handle?

Take it from me it depends on the little lady that tries to do it. If she's one of these queens that think more of spearmint than they do of home and mother, there'll be nothing to it. She'll be a plumb nuisance, and if I had hired her I'd take her by the seat of her shirtwaist and boost her out on the sidewalk.

If he gets the right sort—girls around thirty, that don't think of love every time they see me and the other salesmen come in the door—good healthy little dears that like to work and need the money, why it'll likely work out scrumptious.

Oh, here's another of my good resolves:—

5—If any gentleman offers me a cigar during 1913 I will always take it, instead of bursting into tears and reproaching him as I have done in 1912.

THE STROLLER.



## A Hot Dish for a Cold Day

Some of your customers no doubt have the impression that

## Shredded Wheat Biscuit

is a "summer food."

It is a summer food—a food for all seasons in all climes—served with hot milk in winter it makes a delicious breakfast, warming and strengthening.

If you'll suggest it to your customers you'll increase your sales.



Shredded Wheat is now packed in neat, substantial, wooden cases. The thrifty grocer will sell the empty cases for 10 or 15c. each, thereby adding to his profits.

The Shredded Wheat Company  
Niagara Falls, N. Y.





### CLXXXVIII.—A Proposed Law Against Dishonest Advertising and What It Would Mean.

In one of these articles several months ago I discussed the great need of laws in all the States which would punish dishonest advertising. I restate now what I said then—that in only two States in all the Union, New York and Massachusetts, do such laws exist, and even there they are not enforced. I do not remember when the New York law was passed, but it has been at least fifteen years ago, and so far as I have seen, not one effort has been made to enforce it, despite the fact that New York City is probably the scene of relatively more fraudulent advertising than anywhere else in the United States.

Dishonest advertising is the only fraud which in my knowledge can be committed anywhere in the United States practically with entire impunity. Readers hereof will remember my previous statement that fraudulent advertising can only be punished as a false pretense, under the common law, which is often one of the hardest things known to the law to prove. Nobody has ever attempted to do it with any success so far as my knowledge goes.

During the last week some matter has been placed in my hands by the National Federation of Retail Merchants, headquarters Chicago, which warrants the announcement that a concerted effort is to be made within the next few months to induce the legislatures of all the States to pass such a law as is needed to make dishonesty in advertising a criminal offense. It appears that the Federation, at a recent convention, approved a form for such a law which had first been submitted to all the advertising organizations in the country and favorably passed upon. A plan

was thereupon adopted by which the mercantile organizations of the different States which are affiliated with the National Federation, will exert their influence to have the proposed law introduced and passed in their own legislatures. Here is the text of the measure which it is desired to pass:—

Any person, firm, corporation or association, who, with intent to sell or in any wise dispose of merchandise, securities, service or anything offered by such person, firm, corporation or association, directly or indirectly, to the public for sale or distribution, or with intent to increase the consumption thereof, or to induce the public in any manner to enter into any obligation relating thereto, or to acquire title thereto, or an interest therein, makes, publishes, disseminates, circulates or places before the public, or causes, directly or indirectly, to be made, published, disseminated, circulated or placed before the public, in this State, in a newspaper or other publication, or in the form of a book, notice, handbill, poster, bill, circular, pamphlet or letter, or in any other way, an advertisement of any sort regarding merchandise, securities, service or anything so offered to the public, which advertisement contains any assertion, representation or statement of fact which is untrue, deceptive or misleading, shall be guilty of a misdemeanor.

This I feel sure would prove a good law, and it especially appeals to me because it does not say "which advertisement knowingly contains, etc." If it contained the word "knowingly" the person who prosecuted a dishonest advertiser would have to prove that the latter *knew* his advertised statements were dishonest, which would make it difficult if not impossible to enforce the law at all.

In writing to me regarding the desirability of this law, the National Federation of Retail Merchants' says: "We believe that it will come nearer to giving the little man in business who desires to do an honest business an equal chance with his mail-order competitor than any other one thing

we can undertake." I agree with this, but I by no means restrict the benefits of an honest advertising law to the little man in business. I believe that there is not a single honest seller of merchandise in business, whether manufacturer, wholesaler or retailer, who is not to-day suffering from dishonest advertising, provided any advertising whatever is done in his field. The big stores will always be enemies of such a law. Two years ago a Philadelphia organization for which I am counsel resolved to launch a plan to have the Pennsylvania Legislature pass a law against dishonest advertising. I prepared the law and it was about to be introduced when the local department stores, who were represented in the organization referred to, woke up and in all sorts of ways, except openly, began to undermine it. In the end they succeeded, and the project was dropped. Most department stores do not deliberately start to lie in their advertising, but they exaggerate so grossly that it comes to that in the end. Calling fur "Hudson seal" which is nothing but muskrat dyed in imitation of seal; calling fabric sold in imitation of leather "chase leather," are two cases in point. I consider such advertising dishonest, particularly when it is done to the ignorant public. But these are innocent compared with deliberate falsehoods that are every day told in advertising. Second quality called fancy; "seconds" called firsts; lies told as to how certain stocks of goods were acquired, and how large the stocks were; letters written and used for advertising purposes—"we have decided to accept your offer of about half cost for our entire stock of such and such merchandise, and congratulate the people of your city,"

etc., etc., etc. False in letter and false in spirit. It has all departed very far from the standard of even commercial honesty, which is itself much inferior to the standard of literal honesty.

(Copyright, January, 1913, by Elton J. Buckley.)

Question: M. L. Jackson & Son, Hammonton, N. J.—Will you kindly answer the following in the legal department of your valued paper:—

Mrs. X runs a boarding house and has been dealing with us for several years. Her husband is a carpenter and the greater part of the time during which they have dealt with us he has been employed away from home.

The husband now is unable to work on account of ill health and probably never will be able. At one time he published an advertisement announcing that he would not be responsible for goods bought by anyone but himself.

They own a property, the title of which is in the wife's name. All of our dealings have been with the wife and daughter, who manages affairs for her mother.

As they would run behind in their payments on their grocery bill, we would take notes signed by both the husband and wife and discount them at bank. These notes when due were almost invariably renewed with but a small reduction, the total now amounting to quite a sum. We have suggested that they give us a mortgage on the property and straighten up the notes. This the wife is not willing to do, stating that they have just gotten the home paid for through the building association, and she doesn't want the worry of another mortgage.

We are told that in case of the death of the husband we would have no claim against the wife, as it is the husband's place to furnish the table, and as the property is in her name it would not be a part of his estate.

Now it seems to us that inasmuch as most of the goods we furnished were for her boarders we would have a claim against her.

Please let us know whether we would have or not in case of husband's death. Also would there be any difference in the case if husband lives?

Answer.—The thing for you to do here is what you seem to have done—treat the woman as your customer, not the man. It is true that a husband is primarily responsible for necessities supplied his family and his home, but this never includes a boarding house run by his wife. That was her



enterprise, and she alone is responsible, unless, that is, you can prove that it was really the husband's enterprise, and that he supplied the money and took the profits, the wife being merely manager for him. In that case she alone is responsible.

If the money now due you is for goods supplied the wife's boarding house, and you hold what is known as a "joint and several" note, that is, a note reading "we and each of us promise to pay," I should enter suit on it against both, and when you obtain judgment, issue execution against the wife's property. The husband may defend on the ground that he received no consideration; this defense might or might not be good, but you could get judgment against the wife anyway, which is all you want.

If your note is a joint note, reading "we promise to pay," I should discard it if past due, and sue the wife alone on book account. This because to collect on such a note you would have to prove joint liability between husband and wife, which probably doesn't exist here.

The vital thing is that the owner of the real estate is the responsible debtor.

Question: S. B. Klopp, Shillington, Pa.—As I am a subscriber to the "Grocery World and General Merchant" and am always taking a deep interest in your Legal Department, I would greatly appreciate information as to the following transaction:—

I handled McCall patterns as per contract enclosed, and served notice to discontinue handling them according to the contract. They owed me August 7th \$10.87 in discarded patterns. I wrote to them about my discard credit

and asked their advice, thinking possibly they would give me credit upon a bill of \$18.42 I owe them for unpaid patterns. They had before given me credit on the regular order or sent extra patterns to make up for the discarded ones, excepting the last ones. What I would like to know is:—

1.—Must I lose the discard credit or can I take credit and pay for the balance?

2.—Can they collect the full amount of \$18.42 without recognizing my discard credit?

Find inclosed stamped envelope to return contract and letter.

Thanking you in advance for an early reply.

Answer.—It appears from the data which you send that the McCall Co. have attempted to make a rule that unless you ask for credit on discarded patterns within a certain time, you will not be allowed credit at all. Under the circumstances, it would appear as if you had a clear moral right to credit, even if the time set in the rule has expired, and I should deduct the amount from the amount due them and remit the balance.

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

#### American Canned Goods Going Largely Abroad.

The exports of canned goods from the United States has as a whole increased steadily since 1907, although the shipments of canned beef were lower in value in 1911 than at any time for the past five years. Increased facilities for shipping fresh beef from Argentina and Australia restricted the demand for the canned meat. Canned vegetables have been exported in steadily increasing quantities since 1907, as have canned fruits, although the high-water mark for the latter was reached in 1909. Exports of fish have increased since 1909. The exports of canned beef were valued at \$1,678,452 for the fiscal year 1910 and \$1,254,979 in 1911. England was the principal consumer of this product, with an import of \$934,296 in 1910 and \$618,405 in 1911. Canned pork was exported to the extent of \$459,843 in 1910 and \$483,959 in 1911, the bulk of which went to England. The value of the exports of all other canned meats

was \$1,030,031 in 1910 and \$1,180,123 in 1911. The most important article of the canned fish exports is salmon, of which the totals for 1909, 1910 and 1911 were 36,117,109, 63,860,696 and 38,600,799 pounds, valued at \$3,416,436, \$6,314,258 and \$4,037,142, respectively. The principal consumers in 1911 were as follows: England, \$2,406,573; Australia, \$687,454; Philippines, \$225,885; Chile, \$121,833; Straits Settlements, \$104,931. Canned fish other than salmon and shellfish was exported to the extent of \$240,389 in 1910, and \$242,543 in 1911. The exports of canned fruits were valued at \$2,656,019 in 1910 and \$2,686,445 in 1911. England as the principal importer, with a total of \$1,769,612 in 1911. The exports of vegetables increased from \$782,973 in 1910 to \$1,061,259 in 1911. The most important importers of American canned vegetables in 1911 were as follows: Canada, \$299,173; Philippines, \$116,574; England, \$104,956; Panama, \$92,135; Mexico, \$85,987.



## SKIPPER SARDINES

### A GOOD THING

**SKIPPER SARDINES** are the finest Norwegian Sardines that come to this country, from a land that packs the finest Sardines in the world. Tender, spicy little fish in pure olive oil or tomato sauce. Your customers are sure to like them.

There has never been a Sardine success like **SKIPPER SARDINES**; why? First, because of quality, of course, but second, because we guarantee both the sale and your profit.

**Angus Watson & Co.**

SOLE PROPRIETORS **"Skipper" Sardines.**

**1011 Chestnut Street, Philadelphia, Pa.**

Branch of Angus Watson & Co., Newcastle-upon-Tyne, England



## Is It Doing Its Share?

¶ In this day every article in a grocer's stock must be examined from every standpoint to see if it bears its share of the expenses and contributes its share of the profits. If it doesn't it should not be kept one minute if there is anything better.

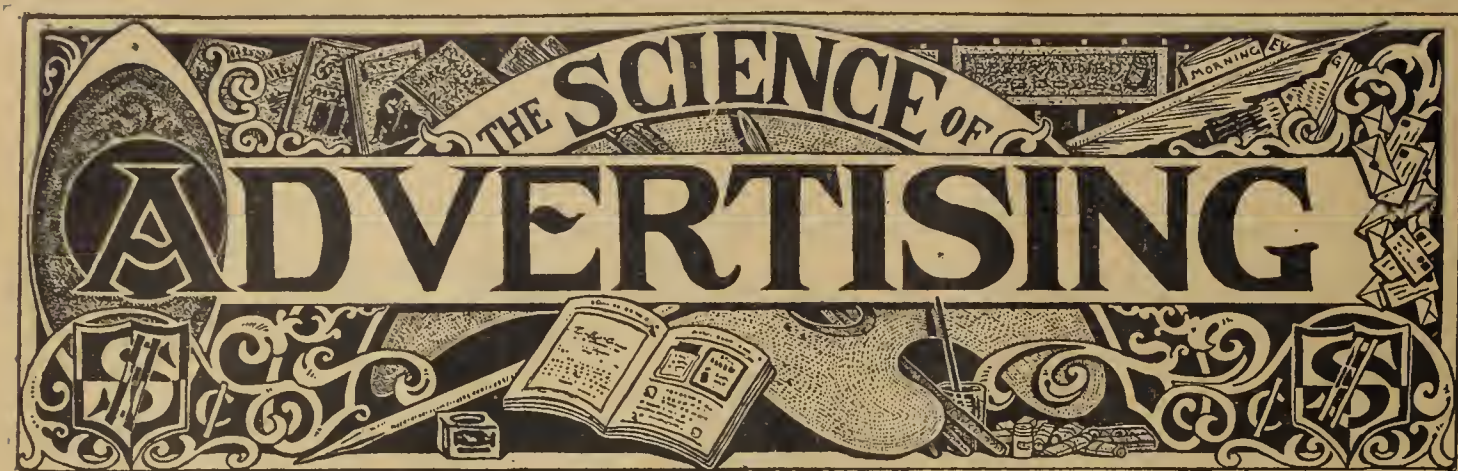
¶ Judge **Rumford Baking Powders** by this standard, and particularly in comparison with other baking powders. See which pays the better profits, and sell that one, *provided it is as good an article.*

¶ **Rumford Powders**, being made of phosphates, starch and soda, make better leaveners than any other baking powder and are the acme of wholesomeness. You can't get a better article for there isn't any, and no other powder of equal quality pays as good a profit.

**Rumford Chemical Works - - Providence, R. I.**







Penn Yan., N. Y., Dec. 20, 1912.  
Editor "Science of Advertising."

Dear Sir:—Inclosed please find our advertisement from our Penn Yan weekly paper.

This advertisement appears on the first page of the supplement part.

We would thank you for your opinion in regard to same. We thank you.

Yours truly,  
I. E. ECKERT.

The advertisement sent filled the entire first page of the supplement to the Penn Yan "Demo-

crat" of December 20th, a weekly newspaper which has learned that one way to inspire respect for itself and to make its advertising profitable to the advertisers, is to do good printing. This is a very well printed, good-looking paper. Here is the miniature photographic reproduction of the page; naturally it has had to be very much reduced in order to get in at all.

only one criticism I would make of it, and that is as to the articles selected to advertise during the holidays. This sale lasted from December 20th until January 1st—the very heart of the holidays, when people's minds are not popularly supposed to be on dried beef and canned lobster. It may be that a bargain price would sell a few of such goods, but it is setting up a fight against inclination, and would scarcely be considered a good sporting proposition. There are enough articles which go with the winter holidays to fill a page this size—wouldn't it be better to use them to the exclusion of the others?

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One other thing I should possibly have said at first—I don't like the heading of this advertisement. A big line like that could have been made so much more striking than "Eckert's Provision House." Something like "Dollars in Every Line," or "Saving Grocery Money," or "This Will Give You Holiday Money," with the name and address at the bottom, would, I think, have been better.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

#### Provisions of the Lever Oleo Bill.

The Lever oleo bill, which was last week favorably reported to the House of Representatives by the Sub-Committee on Agriculture, provides for a manufacturer's tax of \$600; a wholesaler's tax of \$240, and a retail dealer's tax of \$6 per annum. The bill further requires

that the name "oleomargarine" shall be changed to "margarin," and that "all margarin shall be put up by manufacturers in their manufacturing in separate prints or bricks of one-quarter, one-half, one, two, three and five-pounds, and in no larger or smaller sub-divisions in cartons, metal or fiber containers; and first there shall be indented conspicuously upon the substance the word 'margarin' in letters the size of which shall be prescribed by the Commissioner of Internal Revenue." The most noted feature of the bill is that it intends to equalize the tax on colored and uncolored margarin and place a tax of 1 cent per pound irrespective of coloring matter. This tax is to be paid on imported margarin in addition to the tariff duties. Various fines are fixed for not acting in accordance to specified provisions of the proposed law, in addition to which the bill provides:—

If any manufacturer of margarin, any dealer therein, or any importer or exporter thereof shall knowingly or wilfully omit, neglect or refuse to do, or cause to be done any of things required by law in carrying on or conducting of his business, or shall do anything by this act prohibited, if there be no specific penalty or punishment imposed by any other section of this act for the neglecting, omitting or refusing to do or for the doing or causing to be done the thing required or prohibited, he shall pay a penalty of \$1,000; and if the person so offending be the manufacturer of or a wholesale dealer in margarin, all the margarin owned by him, or in which he has any interest as owner, shall be forfeited to the United States.

#### MAGAZINE NOTES.

Not one of the many publications now being displayed on the news stands is more attractive—inside or out—than the January "Lippincott's." From its very striking cover by the Kinneys, to its ever-popular department of humor, "Walnuts and Wine," at the end of the book, there isn't a feature that doesn't demand attention and compel the interest. The novelette is "Tropicana," a stirring tale of love and valor in South America. The man who wrote it—Will Levington Comfort—also wrote those widely discussed books, "Fate Knocks at the Door" and "Routledge Rides Alone," which is a guarantee of the new novelette's literary excellence. Neither in theme nor in treatment does it in any wise resemble the usual run of adventure stories. The plot is fresh and vigorous, and there is the skilful characterization one has been led to expect in Mr. Comfort's stories. The only disappointment the reader is likely to feel is that the tale is not a longer one.

There's a generous allotment of short stories in the number. Edna Kenton contributes "Mercedes, the Mind Reader"; Angus Lynne, "The Honor of Battery B"; Amy Crosby, "The Tuning of Huldah"; Elizabeth Winter, "Unwritten Law"; Carl H. Grabo, "Poor Art's Sake," and Harold Susman, "Mrs. Warren's Earring." There is also another Russian "Short Story Masterpiece"—"Comrades," by Maxim Gorky. As usual, there is an introduction by the editor.

## ECKERT'S PROVISION HOUSE

THIS SALE STARTS DECEMBER 20th LASTS UNTIL JANUARY 1st		We Quote Here Our Big Money-Saving Proposition FOR CAREFUL BUYERS, PRICES THROUGHOUT OUR STORE ARE LOW		THIS SALE STARTS DECEMBER 20th LASTS UNTIL JANUARY 1st	
<b>\$1.00 BUYS 20 lbs. of SUGAR</b> with each \$10.00 ORDER OF GROCERIES				<b>Potatoes, 67c</b> Best White These are the best of the season. They are the best of the season. They are the best of the season.	
<b>Coffee</b> Royal Blend This is a rich and creamy coffee. It is the best of the season. It is the best of the season. It is the best of the season.		<b>Teas</b> Green Japan This is a rich and creamy tea. It is the best of the season. It is the best of the season. It is the best of the season.		<b>Crackers</b> Nabisco Sugar Wafers, 9c 12c Cream Crackers, 10c 10c Gingersnaps, 9c 12c N. B. C. Soda, 9c 12c N. B. C. Soda, 9c 12c N. B. C. Soda, 9c	
<b>White House</b> This is a rich and creamy coffee. It is the best of the season. It is the best of the season. It is the best of the season.		<b>Canned Goods</b> STRAWBERRIES These are the best of the season. They are the best of the season. They are the best of the season.		<b>Heinz Pickles</b> BEST DILL PICKLES These are the best of the season. They are the best of the season. They are the best of the season.	
<b>The Sun</b> This is a rich and creamy coffee. It is the best of the season. It is the best of the season. It is the best of the season.		<b>Nuts</b> Mixed Nuts These are the best of the season. They are the best of the season. They are the best of the season.		<b>English Walnuts</b> These are the best of the season. They are the best of the season. They are the best of the season.	
<b>Eckert's Blend</b> This is a rich and creamy coffee. It is the best of the season. It is the best of the season. It is the best of the season.		<b>PEAS</b> EXTRA SELECTED EARLY JUNE These are the best of the season. They are the best of the season. They are the best of the season.		<b>English Walnuts</b> These are the best of the season. They are the best of the season. They are the best of the season.	
<b>Java and Mocha Blend</b> This is a rich and creamy coffee. It is the best of the season. It is the best of the season. It is the best of the season.		<b>CORN</b> EXTRA SELECTED EARLY JUNE These are the best of the season. They are the best of the season. They are the best of the season.		<b>English Walnuts</b> These are the best of the season. They are the best of the season. They are the best of the season.	
<b>Special Blend</b> This is a rich and creamy coffee. It is the best of the season. It is the best of the season. It is the best of the season.		<b>ORANGES</b> These are the best of the season. They are the best of the season. They are the best of the season.		<b>English Walnuts</b> These are the best of the season. They are the best of the season. They are the best of the season.	
<b>Lard</b> This is a rich and creamy coffee. It is the best of the season. It is the best of the season. It is the best of the season.		<b>GRAPE FRUIT</b> These are the best of the season. They are the best of the season. They are the best of the season.		<b>English Walnuts</b> These are the best of the season. They are the best of the season. They are the best of the season.	
<b>Compound</b> This is a rich and creamy coffee. It is the best of the season. It is the best of the season. It is the best of the season.		<b>CRANBERRIES</b> These are the best of the season. They are the best of the season. They are the best of the season.		<b>English Walnuts</b> These are the best of the season. They are the best of the season. They are the best of the season.	
<b>Peanut Butter</b> This is a rich and creamy coffee. It is the best of the season. It is the best of the season. It is the best of the season.		<b>FIGS</b> These are the best of the season. They are the best of the season. They are the best of the season.		<b>English Walnuts</b> These are the best of the season. They are the best of the season. They are the best of the season.	
<b>Dried Beef</b> This is a rich and creamy coffee. It is the best of the season. It is the best of the season. It is the best of the season.		<b>PILLSBURY-BEST FLOUR, Per Bbl, \$5.95</b> 1 Bbl, 77c 3 Bbls, \$3.05		<b>English Walnuts</b> These are the best of the season. They are the best of the season. They are the best of the season.	
<b>Cocoa</b> This is a rich and creamy coffee. It is the best of the season. It is the best of the season. It is the best of the season.		<b>Dried Fruit</b> PUMPKIN These are the best of the season. They are the best of the season. They are the best of the season.		<b>English Walnuts</b> These are the best of the season. They are the best of the season. They are the best of the season.	
<b>INTRODUCTORY SALE</b> SATURDAY, DEC. 21, ONLY FREE, 1 Gal JUG		<b>Tomatoes</b> These are the best of the season. They are the best of the season. They are the best of the season.		<b>English Walnuts</b> These are the best of the season. They are the best of the season. They are the best of the season.	
<b>Special for Both</b> this date - 63c		<b>Spinach</b> These are the best of the season. They are the best of the season. They are the best of the season.		<b>English Walnuts</b> These are the best of the season. They are the best of the season. They are the best of the season.	
<b>ORDER EARLY</b> AND HAVE THIS COMMODITY SAVED FOR YOU		<b>Beans</b> These are the best of the season. They are the best of the season. They are the best of the season.		<b>English Walnuts</b> These are the best of the season. They are the best of the season. They are the best of the season.	
<b>Friday, Dec. 20, only</b> 15c BARE FINE SALMON, 10c		<b>Monday, Dec. 23, only</b> 15c BARE FINE SALMON, 10c		<b>English Walnuts</b> These are the best of the season. They are the best of the season. They are the best of the season.	
<b>Tuesday, Dec. 24, only</b> 15c BARE FINE SALMON, 10c		<b>Thursday, Dec. 26, only</b> 15c BARE FINE SALMON, 10c		<b>English Walnuts</b> These are the best of the season. They are the best of the season. They are the best of the season.	
<b>Friday, Dec. 27, only</b> 15c BARE FINE SALMON, 10c		<b>Saturday, Dec. 28, only</b> 15c BARE FINE SALMON, 10c		<b>English Walnuts</b> These are the best of the season. They are the best of the season. They are the best of the season.	

Generally speaking, I think about the only situation in which a grocer will find it will pay him to use such a large space to advertise groceries, is when he has a bargain sale, and is offering almost everything at special prices. Perhaps under those circumstances he can use space without limit. But I believe the general

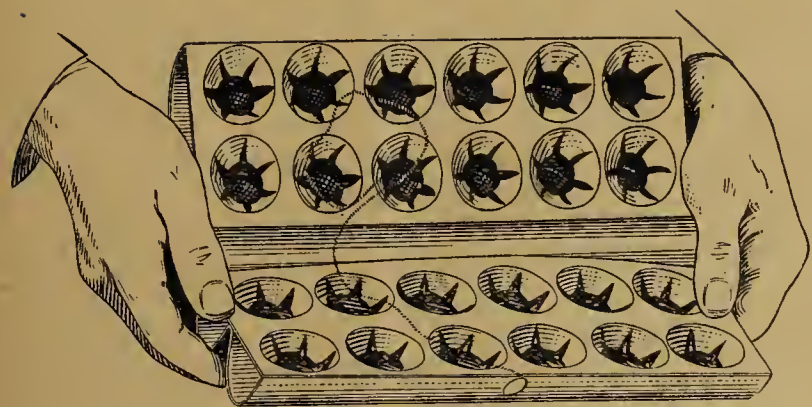
rule to be that where he is only doing ordinary advertising, there is a sharp limit to the amount of space which can be used, and very seldom if ever will such a space as this pay for itself.

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This is undoubtedly good advertising and calculated to get good results. There is practically

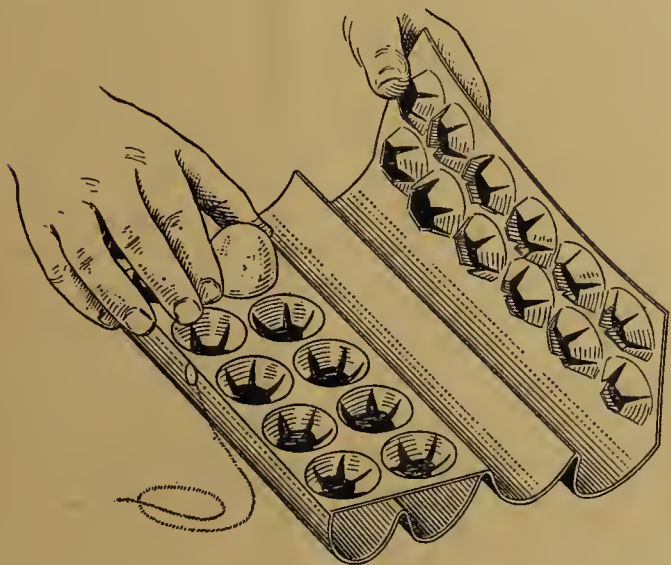


Let us send you a sample of the



Carton ready for filling, complete in one piece

# Continental Safety Egg Carton



Filling Carton—notice how egg fits in



Carton filled, fastened with its own string, ready for delivery

so you can see how simple it is to use, how quick and easy to fill. Each egg is securely held in a circular cushion, which *fits around it*, and does not let it bounce around like an egg in a carrier or carton consisting of square compartments. It is complete in one piece, so there are no fillers to put in and it is ready for instant use.

The **CONTINENTAL SAFETY EGG CARRIER** is the **CHEAPEST TO USE**, because of its **LOW COST**, because of the **TIME SAVED** in filling, because of the **STRING SAVED**, and because it **ABSOLUTELY PREVENTS BREAKAGE**.

250 cartons to the case. Packed flat.

Ask your jobber, or write us for **FREE** sample.



**Continental Paper Bag Co.**  
**WHITEHALL BUILDING, NEW YORK**





We would be pleased to have for publication in this column the ideas of our readers upon trade topics. It being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

### What the English Grocer Descended From.

Washington, D. C.,  
December 30, 1912.

To the Editor.

Dear Sir:—Enclosed please find clipping which may be useful to you.

Yours truly,  
V. HARRIS.

The article enclosed is from the London "Chronicle," and is an interesting little bit from the history of the grocery business:

In medieval England the Grocers' Company—originally known as the pepperers of Soper-lane—was associated with the apothecaries, and it was not until 1617 that they received a distinct charter of incorporation. "By various charters and ordinances," writes Mr. H. B. Wheatley, "the company of grocers was intrusted with the examining, sorting and passing of spices and drugs. They were empowered to enter the shops of grocers, druggists, confectioners, tobacconists and tobacco cutters within the city and three miles around it, to seize and confiscate adulterated and unwholesome goods, and to fine and, in default of payment, imprison delinquent dealers."

St. Anthony is the patron of the Grocers' Company.

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### A Grocer's Revolt Against Food Law Injustices.

Ashland, Pa., Dec. 27, 1912.

To the Editor.

Dear Sir:—In a recent issue you published my letter, an appeal to common sense and justice under the caption "Some Reflections on Pure Food Laws." In the same issue you editorially answer (categorically you term it) in substance: "It is the Law!"

"It is the Law!" For nineteen hundred years the same answer. It is the Law! Pilate to Christ: It is the Law! Spain to Ferrer: It is the Law! Logically legalized murder.

The grocer to-day faces what he believes legalized piracy under the guise of pure food laws. Primarily, food laws were made to protect the consumer from impure food. Good! Food is either one or the other, pure or impure. The grocer neither manufactures nor originally places foodstuffs on the market. They pass through various channels subject to government inspection at every turn. Supposedly pure, they reach the grocer, around whom is

woven a network of red tape that baffles the veteran grocer, and the idiotic excuse for its existence is the limit. "The public's protection."

Perhaps the editor of a Canadian weekly had this phase of the pure food law in mind when he said, "Seventy-five per cent. of the current magazines across the border publish each month a detailed exposure of some particular form of graft, and Canadians have been able to feel a certain amount of contempt for a system which permits such criminal proceedings while knowing full well that they are going on."

I notice the department does not make wholesale prosecutions. Perhaps it realizes that 99 per cent. of the grocers would be guilty. Perhaps it also realizes that an unjust law doled out sparingly lives longer and jobs last longer. And "lest we forget," it was an unjust law that lit the fires of revolution of '76.

I can't say that President Taft had the grocer in mind, but it is most opportune when in a message to Congress he said: "While we are struggling to suppress an evil of great proportions like that of impure food, we must provide the machinery in the law itself to prevent its becoming an instrument of oppression, and we ought to enable those whose business is threatened with annihilation to have some tribunal and some form of appeal in which they have a complete day in court."

In your editorial referred to above, you closed with the axiom, "Eternal vigilance is the price of liberty." The following also is in order: "The best governed country is the least governed." Also you say, "the grocer will come out of court believing himself the victim of a judicial outrage, and may never get over it." Undoubtedly so, dear brother, the red flag of Socialism and anarchy will be a far prettier sight to the victim than the Stars and Stripes he once loved and would have fought and died for. The Marseillaise sounds sweeter than the Star Spangled Banner, and we believe that perhaps Emma Goldman and her following may not be such bad folk after all. The average grocer to-day is more solicitous of his customer's

health than either the department that appears so zealous in its protection or the genius statesman whose fertile brain conceived this clever scheme to make the department a paying one. I will also say that the average grocer is as loyal, patriotic and law abiding citizen as your Uncle Samuel can boast of. But when he permits what most of them believe a pernicious system of brigandage and oppression (Beckerized or Russianized) he forfeits the right to expect anything more than contempt for "It is the Law!"

Cordially yours,  
W. R. G.

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### New Packages for Parcels Post.

Corning, N. Y., Dec. 28, 1912.

To the Editor.

Dear Sir:—Please advise if you think there will be a demand for packing boxes for use in the parcel post. My idea was to make and advertise corrugated paper cartons for sale. Can you tell me the names of any firms that furnish corrugated paper to be used for this purpose?

I beg to thank you for any courtesy in this matter, and remain,  
Very truly yours,

M. W. GRADY.

Without doubt there will be a demand for corrugated pasteboard, though it is already on the market, as you know. David Weber & Co., 5th and Locust streets, Philadelphia, make it.

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### Charcoal Maker.

Hartford, Conn., Dec. 30, 1912.

To the Editor.

Dear Sir:—Will you give me the names of makers of charcoal. I understand that wood alcohol manufacturers sell the coal. Please give, if you can, the names of those that belong to the trust and also those that are independent, and oblige,

Yours truly, S. B.

T. B. Wright & Co., charcoal, ground and pulverized for filtering purposes; Manufacturers' Charcoal Co., Bradford, Pa., lump. We know of no trust in the charcoal industry.

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### Running a Cash Grocery.

Moundsville, W. Va.,  
December 31, 1912.

To the Editor.

Dear Sir:—I would like to have some advice in regard to running a cash grocery, and is there any manufacturer that sells to retailers direct without going through the wholesale house? If there is please let me know.

I am,  
Yours truly,  
THE CASH GROCERY.

This journal scarcely knows upon what phase of the cash business this correspondent wishes advice. If he will go more into detail we shall be glad to go just as fully into the matter as we can, and will even submit the case to our subscribers, if that will help.

It is impossible to publish a list of the manufacturers who sell retailers direct. Practically all sell some retailers direct, though only a few sell small ones.

### Several Federal Food Cases of Local Interest.

United States Government Prosecutes Philadelphia Vinegar Co. and New York Flavoring Extract Co. for Adulteration and Misbranding.

The following cases of adulteration and misbranding under the Federal Food and Drugs Act, which have been certified to this journal by the United States Department of Agriculture, will have a local interest:—

#### JUDGMENT No. 1,757—ADULTERATION AND MISBRANDING OF VINEGAR.

The United States Attorney for the Eastern District of Pennsylvania filed in the District Court an information against Frank Hansell, trading under the firm name of the Philadelphia Vinegar Co., Philadelphia, Pa., alleging shipment by him, in violation of the Food and Drugs Act, from Pennsylvania into Maryland a quantity of vinegar which was adulterated and misbranded. The product was labeled: "Guaranteed to comply with the Pure Food Laws." It bore no other label, but was sold as cider vinegar.

Adulteration was alleged, for the reason that the product contained a dilute solution of acetic acid or distilled vinegar and added ash material; further, because the product was artificially colored in a manner whereby its inferiority was concealed.

The defendant entered a plea of guilty to the information and the court imposed a fine of \$25.

#### JUDGMENT No. 1,764—ADULTERATION AND MISBRANDING OF SO-CALLED VANILLA EXTRACT.

The United States Attorney for the Western District of Pennsylvania filed in the District Court of the United States for said district a libel for the seizure and condemnation of one barrel, purporting to be vanilla extract in possession of the Johnstown Sanitary Dairy Co., Johnstown, Pa., alleging that the product had been shipped by the National Extract Works of New York, N. Y., into Pennsylvania, and charging adulteration and misbranding. The product was labeled, in part: "Extract Vanilla XXX Best Concentrated National Extract Works Importers and Manufacturers Works and Laboratory Brooklyn, N. Y. Office 70 Warren st. N. Y." and on bottom of barrel: "Penn. R. R. Johnstown San. Dairy Co. Johnstown, Pa. 311 12692."

Adulteration was alleged for the reason that a dilute of vanilla re-



enforced with artificial vanillin had been mixed and packed with the product so as to reduce, lower and injuriously affect its quality and strength.

No claimant having appeared for the property, the goods were destroyed.

JUDGMENT No. 1,788—MISBRANDING OF LEKVAR (COMPOUND OF PRUNES AND GLUCOSE).

The United States Attorney for the Northern District of Ohio filed in the District Court an information against the Caruthers-Terry Preserving Co., a corporation, Akron, Ohio, alleging shipment by said company, in violation of the Food and Drugs Act, from Ohio into Pennsylvania of a quantity of a food product called "Lekvar," which was misbranded. The product was labeled: "Hungarian Style Epicurean Brand Lekvar Compound of Pure Dry Prunes and Glucose. The Caruthers-Terry Preserving Co., Akron, Ohio. Guaranteed under the Food and Drugs Act, June 30, 1906. Serial No. 10693. Reg. U. S. Pat. Off. Prepared with 1-20th of 1 per cent. of Benzoate of Soda to prevent souring."

Misbranding was alleged in the information for the reason that the label and brand upon the product was false and misleading in that the product was labeled "prepared with 1-20th of 1 per cent. of benzoate of soda," whereas in truth the product contained a greater amount of benzoate of soda, to wit, one-tenth of 1 per cent.

The defendant company entered a plea of guilty to the information and the court imposed a fine of \$25 and costs.

JUDGMENT No. 1,785—ADULTERATION OF TOMATO PULP.

The United States Attorney for the Western District of Louisiana filed in the District Court a libel for the seizure and condemnation of 140 cases, each containing a number of retail packages of tomato pulp, in possession of Thompson Ritchie Grocer Co., Alexandria, La., alleging that the product had been transported from Maryland into Louisiana, and charging adulteration. The product was labeled: "Nigger Head Brand Tomato Pulp, made from Tomatoes and Tomato trimmings. Packed by Aughinburgh Canning Co., Baltimore, Md., U. S. A."

Adulteration was alleged for the reason that the product consisted wholly or in part of a filthy, decomposed or putrid vegetable substance.

No claimant having appeared for the property, judgment of condemnation and forfeiture was entered and it was further ordered that the product should be destroyed by the United States marshal.

JUDGMENT No. 1,768—ADULTERATION AND MISBRANDING OF FLOUR.

The United States Attorney for the District of Columbia filed in the Supreme Court of said District a libel for the seizure and condemnation of 350 sacks of "Princess" flour and fifty sacks of "Fancy Melba" flour in the possession of Wm. M. Galt & Co., a partnership composed of Harry T. Galt and Ralph L. Galt, Washington, D. C., alleging that the "Princess" flour had been shipped by the Blanton Milling Co., Indianapolis, Ind., from Indiana into the District of Columbia and the "Fancy Melba" flour had been shipped by the Majestic Flour Manufacturing Co., Kansas City, Mo., from Missouri into the District of Columbia, and charging adulteration and misbranding, for

the reason that the product was in a filthy condition and was infested with worms and other animal matter and was so contaminated by the presence of the worms and other animal matter that it was absolutely unfit for human consumption.

Galt & Co., claimants, were compelled to file a bond for \$5,000 not to sell the flour in violation of law.

JUDGMENT No. 1,770—ADULTERATION OF COVE OYSTERS.

The United States Attorney for the Eastern District of Oklahoma filed in the District Court a libel praying seizure and condemnation of fifty-seven cases, each containing four dozen cans of canned oysters, in possession of the Hale-Halsell Grocery Co., McAlester, Okla., alleging that the product had been shipped via J. Langrall & Bro., Baltimore, Md., from Maryland into Oklahoma, and charging adulteration and misbranding, for the reason that water had been mixed and packed with the oysters in such manner as to reduce, lower and injuriously affect their quality and strength.

The claimant filed a bond of \$500 not to sell in violation of law.

### Pennsylvania News Items.

Items Gathered from Correspondents, Etc., as to What is Going on Around Us.

Death was added to the afflictions that have been endured recently by Samuel B. Charters, head of the S. B. Charters Grocery Co., of Pittsburgh, when on December 29th Mr. Charters son, Samuel B. Charters, Jr., died at his father's home, 5846 Bartlett street, Pittsburgh. Less than 18 months ago the main store of the Charters Co. in Grant street was burned, and two weeks ago the North Side store was destroyed in the big fire which wiped out Library Place.

Samuel B. Charters, Jr., was professor of mechanical engineering in Leland Stanford, Jr., University, California.

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John Raitel, who was engaged in the grocery and butter business in Pittsburgh for more than half a century, died December 26th at the residence of his son, Frank Raitel, 4796 Yew street. Mr. Raitel was born in Bavaria 86 years ago and settled in Pittsburgh in 1854. He immediately engaged in business and continued actively until his retirement six years ago.

### ELTON J. BUCKLEY

Editor "Grocery World and General Merchant"

Attorney and Counselor at Law

643-648 Land Title Building  
Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609  
Keystone, Race 746



MICHIGAN No. 6 TOTAL ADDER  
Handsome, efficient, economical.  
A high grade register at a price  
within the reach of all.

## A Saving—Not An Expense

A thing cannot be a saving and an expense at the same time.

Putting a Michigan Cash Register in your store does not mean adding to your expense. For the register—as thousands of merchants have found—actually saves more than it costs. It will be the only fixture in your store that hands back its original cost in cash.

Every other item among your store fixtures and equipment is a daily expense. No matter how good your judgment may be, each day's use lessens its market value. Depreciation must be considered in taking inventory.

### Register Pays for Itself

But the Michigan Cash Register is constantly earning money for you. In a year or two it more than pays for itself. It does not depreciate in value with use.

It does save you your profits by stopping the little leaks and mistakes which, you know, are continually being made when the old-fashioned cash drawer holds the money.

A Michigan Cash Register absolutely safeguards your cash, insuring you the protection your profits deserve.

### Don't Pay Fancy Prices

To get this protection you do not need to pay more than the price of a Michigan Cash Register. The low priced Michigan will give you just as much real protection as the most expensive cash registers on the market.

Michigan Cash Registers add to the up-to-date appearance of your store. They are handsome to look at—well built, beautifully finished.

Every day you put off buying a Michigan Cash Register you are actually losing money. Stop these losses now. Order a Michigan Cash Register from your jobber's salesman. If he cannot supply you, write us direct for our new catalogue E 1, showing our complete line of registers, any one of which is a paying investment.

Besides our Total Adder No. 6 we also make detail adders, ranging in price from \$20 to \$50. If you want a lower price register than our No. 6, one of these will interest you.

## MICHIGAN CASH REGISTER CO.

Detroit, Mich.

GRO.  
WLD.

Michigan  
Cash Register  
Company  
Detroit, Michigan

Gentlemen: Please send me catalog E 1 and prices of Michigan Cash Registers.  
My jobber's name is

Name .....

Address .....



# THE GROCERY MARKETS

## Tea.

The tea market is dull, as usual in the holiday season. Trade is for actual wants and from hand-to-mouth. Prices, however, have not materially weakened, largely because there is no surplus. From now on the demand will probably show some improvement, but there is no indication of any boom.

## Coffee

The market for Rio and Santos coffee feels a trifle weak, owing to the understanding that the Government's coffee suit is to be settled by throwing the valorization coffee on the market for sale. This means nearly a million bags of Rio and Santos, chiefly Santos, and it will almost certainly cause a slump if large speculators are prevented from scooping it in in order to save loss on their present holdings. It is said that the Government is fully alive to this probability, and if there is any sale will circumvent it if it can. The demand for coffee during the week has been quiet, without material changes in price. Milds quiet and steady; Mocha and Java dull at ruling prices.

## Sugar.

The sugar market is weakening, as it has been prophesied it would, and raws have been sold during the week at a decline. On the spot, however, the supply is not large, and the situation is still inclined to be strong. The weakening market has had something to do with causing the withdrawal of domestic beet sugar, which has been selling quite freely in nearly all markets at about 20 points below the regular refiners' prices. Refined sugar shows no change and fair demand.

## Syrup and Molasses.

Glucose has declined another 5 points and bulk compound syrup another 1/2 cent. The demand is fair. Sugar syrup is dull at ruling prices; molasses moderately active and unchanged.

## Fish.

Mackerel shows no change for the week. Outside of large Norways the situation is not overly

strong, and the demand is very dull. Mackerel should boom a little from now on. Cod, hake and haddock are in fair demand at unchanged prices, cod being steady to firm. Imported sardines firm because of scarcity; domestic sardines quiet at ruling prices. Salmon of all grades unchanged and dull.

## Canned Goods.

The publication of the very large tomato and pea packs has had no effect on the market as yet. Tomatoes are dull, but have not receded any in price, and as stocks in first hands do not appear to be large, they probably will not. Peas are dull on spot at unchanged prices, but the sale of futures at higher prices than last year still goes on, in spite of the large 1912 pack. Corn is dull and unchanged. Apples dull at ruling prices. California canned goods are unchanged and quiet. Small Eastern staple canned goods dull and unchanged.

## Dried Fruits.

Dried fruits are dull. Prunes rule unchanged and in light demand. Peaches and apricots are still inclined to be strong, but with light demand. Raisins are quiet at ruling quotations. Currants unchanged and only moderately wanted. Fard dates are quite cleaned up, the steamer which was expected December 23d not having arrived as yet. Other dried fruits quiet and unchanged.

## Provisions.

All cuts of smoked meats are firm and unchanged, with a seasonable demand. Pure and compound lard are firm and unchanged, with an active consumptive demand. Dried beef, barreled pork and canned meats are slow at ruling prices.

## Beans and Peas.

Domestic pea beans are unchanged from a week ago, demand fair. Marrows unchanged and in moderate request. California limas have advanced another five points within the week. The report that the California Lima Bean Association, which for three years has been an important factor in maintaining prices, had

disbanded, was only partially true. It did disband as a capital stock corporation, but immediately reorganized as a membership corporation, so that whatever influence it has had on the market it will probably still have. Green and Scotch peas unchanged and dull.

## Butter.

There has been an active consumptive demand for butter during the week, including all grades. Receipts are readily cleaned up on arrival, and considerable butter has been withdrawn from storage to piece out the demand. The make of butter is about normal and no radical change seems in sight.

## Eggs.

The consumptive demand for fresh eggs is absorbing all of the receipts on arrival at unchanged prices. There is still a large accumulation of poor storage eggs, which are in very slow sale at irregular prices. Good storage eggs are moderately wanted at firm and unchanged prices. The future egg market depends on the weather.

## Cheese.

Cheese is firm and in light consumptive demand. Stocks are reported light, and the market is considerably higher than usual for the season.

## INDIVIDUAL MARKET REPORTS.

### Spices.

The market during the week has been quiet, due to the holiday season. Changes have been few. Stocks here continue small and it is probable some changes will occur during early January.

Pepper.—The market is steady, though few real changes to report. Spot demand fair and likely to be more active during next month.

White peppers in fair demand at firm prices.

Red Peppers (Mombassas). Spot stocks are scarce and likely to advance. There has been some trading in futures. Japan chillies unchanged.

Pimento (Allspice) steady but unchanged, and in only fair demand.

Cloves higher and very little being offered. Prices we believe

will be much higher during the next 60 or 90 days.

Mace.—Better grades are scarce and in active demand; prices unchanged.

Nutmegs very steady and higher prices are reported abroad. Prices here are unchanged; demand fair.

Cassias.—Saigon unchanged. Batavia quiet and without change. China in cases very scarce for spot goods. Ceylon cinnamon is firm in price and in big demand.

Gingers.—Import prices are low. Spot prices are unchanged during the week.

Tapiocas selling fairly well at unchanged prices.

Paprikas.—Hungarian scarce. Demand fair. Spanish spot goods are reported very scarce. Prices unchanged.

Seeds, Herbs, Etc.—Celery is very much firmer. Import cost is higher than spot prices. Caraway and poppy unchanged during the week.

McCORMICK & Co., Inc.  
Baltimore, Md.

## Imported Fish Specialties.

Holland Herring.—The past week they have been very much neglected, but Holland reports that prices are rising owing to the short catch. Fishing in Holland is now over and there was quite a shortage in the catch as compared with that of last year. This year's total catch was 517,500 barrels as compared with 650,000 barrels for 1911.

Norwegian Herring.—The finest grades are unobtainable. Entirely out of the market.

The catch of Sloe herring has now started, but is turning out very poorly and there are all indications of a failure in the catch.

Norwegian Smoked Sardines.—The winter packing is now in full swing, but there was also a shortage of suitable fish and we look for a short pack of Norwegian smoked sardines this season. The demand here is very good and we anticipate a still better demand. Taking into consideration that the French fishing has been such a failure this year, naturally the trade turns to Norwegian smoked sardines.

Scotch Herring.—Demand only fair. Naturally the holiday season has very much affected the sale of goods other than specialties for the holiday season, but after the turn of the year we look for a very good demand for all lines.

STROHMEYER & ARPE CO.  
New York.



**Salmon.**

The world's pack of salmon for the season of 1912, taken from the report of Secretary W. I. Crawford, was as follows:—

Chums:—	Cases.
British Columbia .....	58,325
Columbia River .....	59,147
Puget Sound .....	60,766
Alaska .....	645,147
	823,385
Pinks:—	
British Columbia .....	247,743
Columbia River .....	6,865
Puget Sound .....	700
Alaska .....	1,304,763
	1,560,071
Cohoos:—	
British Columbia .....	165,309
Columbia River .....	100,804
Puget Sound .....	149,027
Alaska .....	168,833
Steelheads:—	
Columbia River .....	11,194
	595,167
Kings:—	
Alaska .....	42,509
Reds:—	
Alaska .....	1,904,098
Chinooks:—	
Columbia River .....	178,433
Springs:—	
British Columbia .....	70,437
Puget Sound .....	20,252
Sockeyes:—	
British Columbia .....	444,762
Puget Sound .....	184,680
The world's pack for	
1912 .....	5,823,794
The world's pack for	
1911 .....	6,140,887
The world's shortage for	
1912 .....	317,093

PHILIP J. BRADY.

Seattle, Wash.

**Rice.**

There is more inquiry than is usual at this period of the year, and buyers are quietly picking up desirable parcels and laying them aside against future requirements. This refers more especially to the Honduras sorts, which are apparently in lighter supply, and therefore the market holds firm. Some of the operators are disposed to speculate in the better grades of the Carolina styles, having confidence that prices on these sorts will move upwards shortly and sharply after the turn of the year. Holders are feeding the market sparingly, and there is no pressure to sell, which keeps the situation taut.

Advices from the South report slow demand along the Atlantic Coast. Collections are still claimed as very slow, and therefore extension of credits is closely watched. It is reported there is on hand considerable holdings of old crop still to be distributed, and this creates a feeling of dissatisfaction. At New Orleans the situation remains without change, and a slow movement is still reported. There has been an effort made during the past week by one of the larger mills in Texas to pick up the market on cleaned, and offers have been made covering about 50,000 pock-

ets of Honduras grades, but the move was not accomplished. It would look, under the circumstances, that somebody has confidence in the situation.

In the Interior—Southwest Louisiana, Texas and Arkansas—rough rice is being steadily taken up by the mills at full figures. It is reported that several thousand bags of Honduras changed hands at 4.47½ per barrel for the Honduras, and 3.87 for Japans.

Cables and correspondence from abroad note rough rice market quiet, with an easier tendency, quotations remaining nominal "spot cleaned" dull; "forward Burma" lower.

DAN TALMAGE'S SONS CO.  
New York and New Orleans.

**THE NEW YORK LETTER**

(Continued from page 14.)

successfully attacked, since there could be no conspiracy. The manufacturers simply announced how the goods should be sold; the jobbers signed no agreement, but have complied with the terms just as faithfully, as a rule, as if there were contracts.

One suggestion is that the Government will claim that the terms of sale and the actual compliance of the jobbers with such terms constitute some sort of a contract, implied if not expressed, and on this will be based a charge of conspiracy.

The real target of the Attorney-General, however, is seen in fixed prices; the attack seems to be as general as possible in its effort to break down such prices, whether they are maintained by contracts, terms of sale or in any other way, except on articles protected by patents. The issue as to the patent on the containers of the Kellogg specialties seems to be only an incident of the present suit.

**SUMMARIZED MARKET CONDITIONS.**

Spot coffee is quiet and steady with some improvement in sentiment as a result of encouraging cables from primary points. Increased activity is expected in the general demand after the Bankers' Committee meets, about the middle of the month. Mild grades are in little inquiry, either at first hands or among jobbers.

A reduction in refined sugar is expected shortly because of the lower values in raws. Consequently there is no buying at

present except for requirements. Until the cheap Cubas arrive the refiners will run light and meantime have no incentive to cut prices. The general quotation is 4.90 cents for standard granulated.

Teas are quiet without changes in prices, as there is no selling pressure. The general opinion is that business will improve after the inventory period passes and

**John R. McFetridge & Sons**

**Printers**

**927 Arch Street**

**Philadelphia**

**IMPORTANT****Retail Grocers**

who wish to please their customers should be sure to supply them with the genuine

**Baker's  
Cocoa and  
Chocolate**

Registered  
U.S. Pat. off

with the trade-mark  
on the packages.

They are staple goods, the standards of the world for purity and excellence.

MADE ONLY BY

**Walter Baker & Co. Limited**  
**DORCHESTER, MASS.**  
Established 1780

**Aunt Em'ly Looks Back**

"Times have changed. Nobody can have better times than we used to have, but I must say folks nowadays have better things to eat and less work preparing them. Think of making up a

**JELL-O**

dessert in a minute! I tell Helen and the girls it seems like play."

The Jell-O idea has enchanted woman generally, for not only are Jell-O desserts produced as if by magic, but they are as delicious as dishes that require an hour for making.

Needless to say the grocer whose stock is made up chiefly of goods that are popular with women, is the successful grocer.

**THE GENESEE PURE FOOD CO.,**  
**Le Roy, N. Y.**

The name JELL-O is on every package in big red letters. If it isn't there, it isn't JELL-O.



the Read test case is finally decided.

A fair jobbing demand from the country for rice is reported in some circles, although the local market is generally quiet. An upward trend in prices is expected by some dealers, who point out that spot supplies cannot be replaced except at higher figures.

Jobbers are now buying canned vegetables only for requirements and this is likely to continue during this month of stock taking. Retailers are more interested now in reducing than in adding to their stocks. Packers and brokers believe, however, that the inventories will show light holdings and that an active spring business will follow. Peas are now showing some weakness and it appears that the 1912 pack was much in excess of requirements. Corn is firmer, apparently because the low prices stimulated consumption and much of the surplus has been absorbed. It is said that large quantities of string beans have spoiled in the new style of enamel lined cans used for the first time this year by the New York State packers. This reduced the available supplies and prices are firm. Tomatoes are held on the basis of 82½ cents f. o. b. Baltimore for standard No. 3s, but there is little demand.

Canned fruits are dull. There is hardly any demand, but packers and their representatives say that stocks are light, so there is no pressure to sell.

As is usual at this time of the year, dried fruits are dull with little demand for spot stocks and none apparently for forward shipment. The strongest article on the list is California prunes in large sizes. Thirties and 40s are both scarce and stiff premiums are required on orders for assortments. The medium sizes seem fairly plentiful, although there have been some heavy shipments to Europe. Apricots are in light demand but firm, as supplies are limited. Peaches are dull and steady. California raisins are steady with little demand. Currants are inactive and prices somewhat nominal.

Flour continues dull. Brokers say, however, that stocks of the distributors and retail trade are getting depleted, so more active

buying cannot be long delayed. Quotations on spring wheat patents in wood are from \$4.50 to \$4.70.

Eggs are in fair demand with prices steady for prime to choice qualities of fresh gathered supplies. The lower grades are dragging, however, and there is accumulation of held eggs of fall packing. The best grades of Western fresh gathered eggs bring from 27 to 32 cents. The best of the held fresh eggs bring

no more than 21 to 23 cents. Refrigerator eggs are not active and most sales are at prices between 17 and 20 cents, although a few fancy marks bring up to 21 cents. The fancy large white eggs from nearby henneries bring 42 to 45 cents; other nearby eggs are to be had at prices ranging down to 27 to 30 cents for browns and mixed colors.

Butter receipts in the finer grades have increased slightly, but the prices are steady. On

the lower grades there is pressure to sell and a wide range of prices. The extra creamery brings 37 to 37½ cents. Much of the fresh creamery is selling at 30 to 35 cents. Fine held creamery is moving fairly well at 33 to 34 cents. Out-of-town buyers are calling for firsts and seconds in held butter at 28 to 30 cents.

FRED. A. MCGILL.

### AMONG THE TRADE.

It is understood that Showell & Fryer, who have been at Market and Juniper streets for many years, will shortly be obliged to seek another location.

Acker's Chestnut street store has an attractive display of Date-nut butter. The glass jars which contain the brown butter have yellow labels. They are arranged in two pyramids at the front of a table covered first with a sheet of yellow crepe paper, which hangs over the edge of the stand all around, and then on top of this with a smaller sheet of brown crepe paper. Back of each pyramid is a pot containing a palm. The pots also are covered with the yellow and the brown paper. The stand is placed against a column on which a large yellow and brown poster advertisement is pasted right between the two plants. On another stand beside the one described they have small sample jars and circulars which they give to customers.

During the week creditors filed a petition to have the Climax Grocery Co., of this city, adjudged an involuntary bankrupt. These are the creditors and the amounts claimed: Birdsong & Co., Inc., \$282.22; C. F. Bonsor & Co., Inc., \$243.98; R. J. Crawford, \$135.60. The concern ran three stores, one at 150 West Norris street, 26th and Silver, and 35th and Allegheny avenue.

The Grocers and Importers' Exchange are preparing for their annual January dinner. The committee on speakers, A. C. Warren, William C. Halpen, Jr., and John Cooper, have practically arranged with Mayor Blankenburg, ex-Congressman Irving P. Handy, of Delaware, and ex-Governor Stokes, of New Jersey, to be present and speak.

## Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s  
Department Food Stores, Dover, N. J.

**Simple Display Suggestions.**—If loose dates must be sold, don't try to dig them out with only the cover off. Dump the contents, break them in half, showing one-half, and weighing up the other in pounds and halves. Put a glass on your box prunes, whichever one you're making a run on, and sell from the stock bin. A store crock isn't the thing to sell loose pickles and olives from. A 2-gallon jar is.

Pot cheese won't sell from a can, but it will keep you digging when you pack it into a white porcelain dish with a 3 x 5 sign stuck in the center.

Stuffed mangoes in a keg—nothing to it. Pile them up on a platter. They're one of those irresistible things. A woman can no more pass a plate of mangoes without her teeth watering than you can smell ham and eggs cooking in the morning without getting a sudden appetite. If you want to push Teetotlar, sweet cider by the gallon, let him taste it.

Put 20 packages raisins on display. Break one open in the center and let it remain there.

Don't lug that 50-pound case of dog biscuit from the stock room. Ten pounds will answer. For "goodness sake" keep your tea bins closed. The bin sign and counter samples will do. Under no circumstances can you afford to display openly ground spices.

Celery gets wilted because you don't put a few chunks of ice on top of your show. It helps to sell it, too. Parsley is a good seller until it falls down. Stick it in water as you would a bouquet. Lettuce sells far better when the root is turned up and the loose decayed leaves trimmed off. Chopped suet sprinkled over the Hamburg steak makes it worth more money.

Never expose walnut meats. Clerks and customers eat up the profit. Put them in a covered glass jar called an "aquarium" jar.

A rumble tumble display of soap when only one kind is pushed is better than the small "exact" show. The latter looks too doll house like.

### A Quality House.

In this issue Wm. C. Young, wholesale cash grocer, 1211-15 N. Second street, Philadelphia, made his first bid for your business. For years he has devoted his energies to the Philadelphia trade, having secured a fair percentage of this, he is in a position to offer his facilities to out-of-town dealers who can furnish reference or pay for cash. He has a modern warehouse, equipped to ship goods with dispatch, and he carries a full assortment of all staples. He has made "Quality" the keynote of his business, embracing in that term the best quality in the first or second grade of goods; also quality of service, embodying care and attention in delivery, and finally quality in guaranteeing goods and prices. All goods must be as represented or he will pay freight both ways. Selling for cash enables him to offer the best goods at the lowest possible prices.—Adv.



# Pennsylvania Superior Court Says Food Law Justly Discriminates Between Wholesalers and Retailers and Between Dried Fruits and Molasses on One Side and All Other Foods on the Other as to Use of Sulphur Dioxide

Text to Highest Appeal Court Says Legislature Has Right to Free Retailers from Prosecution Upon Production of Guarantee, Without Also Freeing Jobbers. Legislature Can Also Allow Sulphur Dioxide in One Thing and Forbid it in Another.

From the day the Pennsylvania food law of 1909 was signed, two objections have been urged against it, first because it relieved a retailer from prosecution if he could show a guarantee from a jobber, though it did not relieve a jobber if he could show a guarantee from the manufacturer; and second, that it allowed molasses and dried fruits to contain sulphur dioxide while forbidding its use in all other food products. It will be remembered that the Pennsylvania Superior Court recently decided the case brought by the Food Department against Christian Pfau, a Philadelphia manufacturing confectioner, in which both these points were raised. A copy of the court's opinion has been obtained during the week and its language as to these supposed unconstitutionality of the law is reproduced:—

It is contended, however, that the statute discriminates as to all other food except confectionery and in favor of dried fruits and molasses and that it violates Sec. 7 of Art. III of the Constitution of Pennsylvania for that reason. Whether these distinctions should have been incorporated in the statute was a legislative question. It was clearly within the power of the Legislature to prohibit the use of sulphur dioxide or any other poison in all of the articles entering into the food supply of the citizens of the Commonwealth, and under the same power it might limit the prohibition to one class of food and not to another: *Crowley vs. Christensen*, 137 U. S. 86; *Davis vs. Mass.*, 167 U. S. 43. It is not necessary in the exercise of the police power that legislation be directed against all subjects prejudicial to the public welfare. This statute might have operated only on confectionery or flour or sugar. At the same session of the Legislature separate acts were passed with reference to fresh eggs, lard, ice cream and milk and cream, and numerous other similar statutes were enacted at other sessions of the Legislature. The same discretion which permitted the enactment of a prohibitory law as to one article of food

might exempt another from the prohibition. It is permissible to classify in such a case, reference being had to the character of the food, the form in which the adulterant is used and the extent to which the food is consumed. The Legislature had these considerations in mind doubtless in the case of dried fruits and molasses. We cannot declare judicially that sulphur dioxide in the limited quantities permitted in the case of these two articles would affect the public health. Certain it is that they are not used to the extent to which confectionery preparations are used. No Constitutional obligation rests on the Legislature to subject every article of food to the same regulation. It is easy to conjecture reasons which may have led the Legislature to place dried fruits and molasses in the same category and it is our duty to assume that some such consideration influenced that body. The fact, too, that it was provided that where sulphur dioxide in quantities not deleterious to health was used in the preparation of dried fruits and molasses notice that it had been so used must be plainly stated on each package suggests that the Legislature recognized that sales of these articles are generally made to adults or persons able to understand the notice which the package must contain, whereas a very large proportion of the confectionery made in the country is sold to children who consume it without knowledge or discretion as to its constituents.

Objection is made to the enforcement of the statute because of that part of Sec. 5 which provides: "But no prosecution shall be sustained, under the provisions of this act, against a retail dealer for the selling, offering for sale, exposing for sale, or having in possession with intent to sell, of any adulterated or misbranded article of food as defined herein, if the retail dealer from whom the said article of food, sample or portion thereof, was obtained by the Dairy and Food Commissioner or his agent, can establish a guaranty, signed by the manufacturer or wholesale dealer, or jobber or distributor, residing in the United States, from whom such article of food was purchased or procured, to the effect that the same is not adulterated or misbranded within the meaning of this act

designating it." This is said to be classification and discrimination. It will be observed, however, that it is not discrimination in favor of the sale of adulterated products. The prohibition of them is general. It applies to all classes of dealers and declares the use of the poisonous ingredient to be unlawful. The reason for this exemption from prosecution is apparent. The transactions of manufacturers and wholesale dealers are with large quantities and they have an opportunity to know the composition of their merchandise. The retail dealer who buys his stock in small quantities is in a very different situation. He has neither knowledge nor means of knowledge of the ingredients composing the article which he buys. He must rely in the first instance on the honesty of the wholesale dealer. Where he has a guaranty from such dealer as to the purity of the goods purchased there is a reason for protecting him from the penalty of a sale without notice of the character of the commodity. The classification between wholesale and retail dealers is a very obvious one and has been sustained in numerous cases. The act of April 22, 1846, P. L. 486, relating to tax on dealers in merchandise distinguished between those who sold goods of their own manufacture at their manufacturing factories and those who sold other wares than those of their own manufacture. There is substantial ground, therefore, for the distinction made between wholesale and retail dealers as to the imposition of the penalty provided by the statute.

TELL YOUR CUSTOMERS THAT

## RAE'S Lucca Olive Oil

Is the product of perfectly sound, ripe, freshly picked, freshly crushed and pressed olives, grown in Tuscany, Italy, the one place in the world where the olive reaches perfection. You will not only please them but you will build up a splendid trade on Lucca Oil at a good profit. Prices in Prices Current.

H. Kellogg & Sons  
Philadelphia



# 1913



Start the New Year with good resolutions and keep them before you until they become a habit. If you are not selling our Syrups, this is a good time to begin.

**SYRUPS**—Our brands are well known and popular, we keep them up to the standard, always run regular in quality; are you handling them, if not, why not? **ROYAL TABLE SYRUP**, a leading favorite, bright and clear and fine flavor; **CHALLENGE TABLE SYRUP** is another favorite. Our brands include **GILT EDGE**, **KING "B" DRIPS**, **WHITE CLOVER SYRUP**, **EX. AMBER SYRUP**, **CRESCENT**, extra fancy, cloudy; **QUAKER CITY SYRUP**, and others. Also carry a full line of Sugar Syrups and New Orleans Molasses. Send us your orders.

**PRUNES**—Just arrived from California a car of Fancy Santa Clara Prunes; this lot in 25-lb. boxes, 3 sizes, 40-50s, 50-60s and 60-70s. The fruit is clean, black, and attractive. We offer sets (a box of each size), 75 lbs. at 73¢c. per lb. Figure out how cheap this is and send us your order now.

**NORWAY MACKEREL**—We offer a new importation of Norway Mackerel, late caught, white and fat, as follows:—No. 2, count 250, at \$22.00 per bbl.; No. 3, count 350, at \$16.75 per bbl., and No. 4, count 400, at \$13.25 per bbl. The sale of Mackerel will increase from now on. Prices low; send us your orders at once.

**KIRK, FOSTER & CO.** WHOLESALE GROCERS 209 NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA





#### Washington State.

The Washington State Retail Merchants' Association has prepared two measures which will be presented to the State Legislature. One is designed to protect the legitimate retailer against false, fraudulent, misleading, objectionable or pernicious advertising and the other is a bill providing for the bonding of collection agencies, fixing the amount and time of bond and qualification and number of sureties thereon and prescribing for failure to comply with provisions.

A fine of not less than \$100 nor more than \$1,000 in addition to imprisonment of from one month to twelve months is provided for any person, firm or corporation who may produce, print or circulate false or misleading advertisements. Each day's continuance of this practice shall constitute a separate offense.

Damaged goods sales, fire sales, bankrupt and wreck sales and misrepresented by those terms, advertisements comparing prices with unreal or obsolete selling prices, containing exaggerated statements of quantity or quality, and all other statements calculated to deceive or mislead the purchaser, are classed under the heading provided for in the above.

The other bill provides filing of a bond with the Secretary of State by all collection agencies. Said bond shall be in the sum of \$5,000. The bill is not designed to apply to duly authorized attorneys, national banks, or any bank or trust company incorporated under the laws of the State.

#### National Federation of Retail Merchants.

The National Federation of Retail Merchants, at its recent convention, went on record against the Oldfield bill, in the following resolutions:—

Whereas, Section 2 of the so-called Oldfield Bill (H. R. 23,417), now on the calendar of the House

of Representatives for consideration at the approaching session of Congress, seeks to deprive manufacturers of the right to regulate prices; and

Whereas, The abolishment of fixed prices would be directly in the interest of large aggregations of capital operating through systems of chain stores and mail order houses, which whenever possible, have adopted the practice of advertising articles of known merit and established value at cut rates, or below cost, for the purpose of creating the impression that their entire stocks are bargains; and

Whereas, In this way the uninformed consuming public is attracted to buy large quantities of unknown goods at unwarranted cost; and

Whereas, It is not in the public interest that greater opportunity for dishonest methods of doing business should be afforded; and

Whereas, The business welfare of every merchant not in the control of said combinations of capital is thereby threatened; be it therefore

Resolved, That we earnestly oppose Section 2 of said Oldfield Bill or any legislation which would likewise weaken small dealers and strengthen big business; and be it further

Resolved, That the secretary of this convention be instructed to send a copy of these resolutions to every member of the United States Senate and House of Representatives, to the President of the United States and to the President-elect.

#### Grocery and Allied Trade Press.

The fourth annual meeting of the forty papers included in the membership of the Grocery and Allied Trade Press of America is to be held at the new McAlpin Hotel, New York, January 27, 28, 29, 1913. An unusually attractive programme has been arranged for the three days' sessions, ending with a banquet on Wednesday evening, January 29th, and invitations are being extended to food manufacturers, advertising men, sales managers, to meet with the trade paper publishers at any or all sessions.

Addresses will be made at the regular sessions by John W. Lux, president, and John A. Green, secretary, of the National Association of Retail Grocers of the United States; also by past president, T. P. Sullivan, of Chicago.

J. R. Moorehead, secretary of the National Federation Retail Mer-

chants, will address the members on "Co-operation the Hope of the Retailer," and John A. Lee, managing director of the Canned Foods Week Committee of the Cannery and Grocers' Associations, will speak on the "Canned Foods Propaganda."

Among other addresses scheduled for the daily sessions are:—

"The Editor and Advertiser," by Leroy Fairman, editor of "Advertising and Selling."

"What the Editorial Columns of a Trade Paper Have to do with its Advertising," by J. George Frederick, vice-president of the Business Bourse.

"Some Problems in Circulation," by H. M. Swetland, president the Federation of Trade Press Associations in the United States.

"The Ideal Circulation Department," by M. C. Robbins, general manager the David Williams Co., New York.

"The Postal Situation," by E. R. Shaw, chairman of the Postal Committee of the Federation of Trade Press Associations.

"The Advertising Manager's Viewpoint," by L. C. McChesney, president Association of National Advertising Managers.

"The Responsibilities of the Trade Paper Publisher," by Charles G. Phillips, of the Root Newspaper Association, New York.

"What Should Be the Attitude of the Trade Paper Towards Manufacturers," by Frank Leroy Blanchard, editor the "Editor and Publisher and Journalist."

"The Efficiency of the Dealer," by Harry Tipper, president of the Technical Publicity Association.

"Price Maintenance," by William H. Ingersoll, president Advertising Men's League of New York, and sales and advertising manager of Robt. H. Ingersoll & Bro.

An address by O. C. Harn, manager Advertising Department National Lead Co.

"Trade Papers—The Text Books of Business," by R. L. Houston, assistant advertising manager National Cash Register Co.

"The Trade Mark as a Constructive Force," by Clowry Chapman, counsel to the Association of National Advertising Managers and to the Advertising Men's League of New York.

"The Discovery of the Trade Papers," by T. A. DeWeese, director of publicity, the Shredded Wheat Co.

There will be editorial, news, subscription and advertising symposiums participated in by the members, many of whom have prepared ten-minute papers on these topics.

#### SPEAKERS AT THE BANQUET.

At the annual banquet on Wednesday evening, January 29th, there will be a talk by Fred. Mason, general manager of the Shredded Wheat Co., Niagara Falls, N. Y., and the following speeches:—

"Fine Feathers," by John Clyde Oswald, editor of the "American Printer."

"The Trade Paper in the Open," by Alfred W. McCann, chairman of the Vigilance Committee, Advertising Men's League of New York City.

"Getting the Money," by Richard H. Waldo, advertising manager "Good Housekeeping Magazine."

"The Poetry of Business," by Capt. Jack Crawford, the Poet Scout.

"Laying Down the Law," by Elton J. Buckley, of the Philadelphia Bar.

"Honest Advertising," by William C. Freeman, of the New York "Evening Mail."

## TIME TO LOOK AT New Teas

We have as fine an assortment of **New Crop Teas** as any house in the United States, but we haven't a salesman—don't need any; we use the United States mails.

Buying **Teas** by mail is convenient, quick and materially cheaper than buying them through salesmen, for there's no salesmen's salaries to pay.

Send us a choice, particular sample to match and price.

### DURYEE & BARWISE

Roasters and Packers Teas and Coffees

89 FRONT STREET, NEW YORK

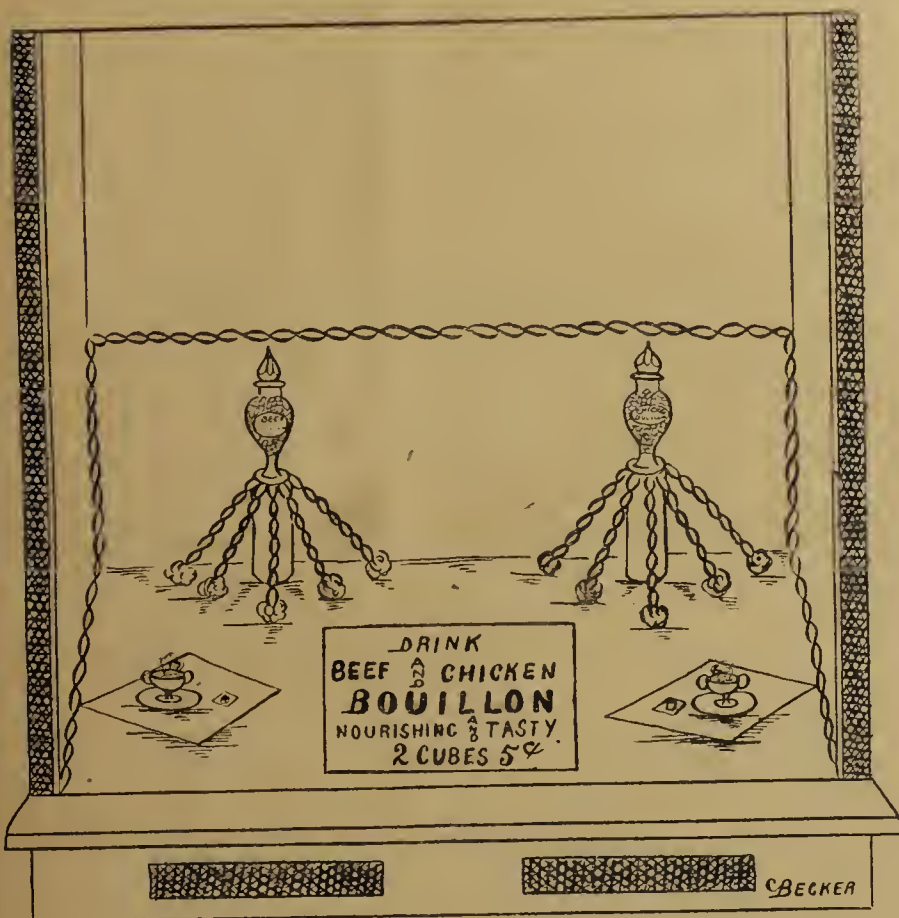
ESTABLISHED 1897





### Two Seasonable Windows.

Cold weather makes everybody think of eating and drinking something hot. The window displays illustrated are just the thing.



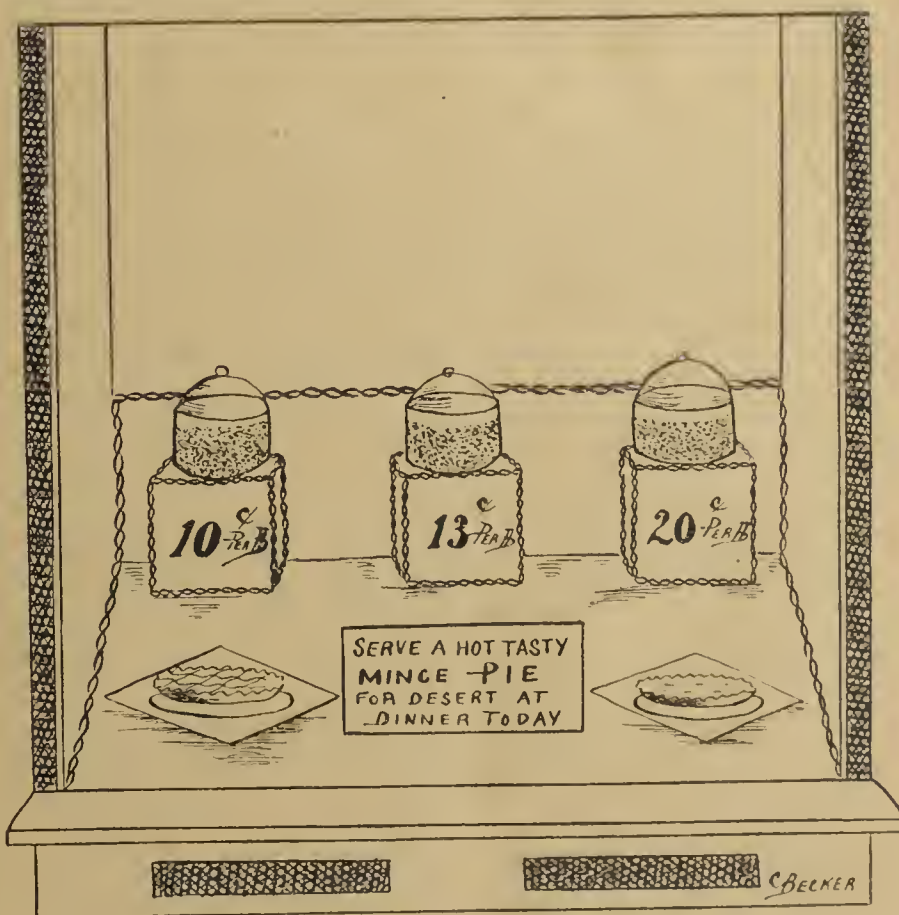
No. 1.

The bouillon display is arranged as follows. First cover the bottom of the window with pale green crepe paper. In the centre place a large white sign card, with lettering as illustrated. At each side place a white paper napkin, on which place a bouillon cup and a cube aside of it; unwrap the tin foil and show the cube. Cut a round piece of isinglass to fit into the cup about one half inch from the rim. Now take a small piece of absorbent cotton, about the size of a small marble, and pull it out till it's like fuzz and place this on the isinglass in the cup to imitate steam. Cover two large tomato cans with the green crepe paper and place one at each side at the rear. Cut white crepe paper in strips about one and a half inches wide, tack them in a

semicircle at the bottom and finish off with a rosette of the white paper; twist and pin the ends together at the top. Place a jar of cubes on this. At the rear run a width of the green crepe paper and finish with a twisted strip of the white.

No. 2.

The mincemeat display is very simple, yet effective. To arrange, first cover the bottom of the window with white crepe paper. In the centre place a large sign card, with lettering as illustrated, and at each side place a nice mince pie on a plate and place them on linen napkins. At the rear place three corn boxes covered with white crepe paper and finished around the edges with a narrow twisted strip of red crepe paper. Place some mincemeat in large jars on each box, with price



per pound on each box. Run a width of the white crepe paper across the window at the rear and finish with a twisted strip of the red on the top and sides.

### New Patents and Trade-marks in the Grocery Line.

Messrs. Davis & Davis, Washington Patent Attorneys, report, this week, the grant of the following patents:—

- Washington, D. C., Nov. 26, 1912.  
 1,045,116. Device for opening paper bags. M. and S. Blogg, Hamburg, Germany.  
 1,045,133. Barrel support. J. W. and C. V. Dyer, Hemlock, N. C.  
 1,045,675. Confection box. W. A. Cardy, Chelsea, Mass.

- 1,045,118. Sales recording machine. F. N. Brewer, S. B. Tily, J. G. and M. O. Rehfuess, Philadelphia, Pa.

- 1,045,287. Follower for barrels and kegs. A. T. Henderson, Princeton, Iowa.

- 1,045,750. Advertising display mechanism. A. L. Runyan, Huron, S. D.

Washington, D. C., Dec. 3, 1912.

- 1,046,013. Coffee pot. J. V. Ramsey, Ronan, Mon.

- 1,046,018. Packing or shipping box. J. G. Reber, Chicago, Ill.

- 1,046,042. Display sign. L. Weinberg, Schöneberg, near Berlin, Germany.  
 1,046,337. Display box. E. J. Schoettle, Philadelphia, Pa.

### TRADE-MARKS PUBLISHED FOR OPPOSITION.

- Ser. No. 64,083. "Nobility" for candy. Loose-Wiles Co., Boston, Mass.  
 Ser. No. 65,738. "Patriot" for wheat flour. Wells-Abbott-Nieman Co., Schuyler, Neb.  
 Ser. No. 59,789. "Clipper" for coffee and chicory compound. Merchants'

Coffee Co. of New Orleans, Ltd., New Orleans, La.

Ser. No. 66,092. "Esperanza" for coffee. Compania de Cafe Esperanza, Paterson, N. J.

Ser. No. 66,311. "Housekeeper" for canned goods. G. C. Raviler, Plymouth, Township, Wayne County, Mich.

Ser. No. 66,369. "Masterpiece" for wheat flour. Potter & Wrightington, Boston, Mass.

Ser. No. 65,029. "Johnnie Reb" for canned goods. King, Ragland & Co., Murfreesboro, Tenn.



## WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

### FOR SALE.

FOR SALE.—New American Cash Register, cost \$135, will sell at a very low figure. Also 20 cases of canned goods, peas, tomatoes, syrups, etc. Will sell the lot very low to make quick sale. S. E. corner Simpson St. and Greenway Ave., West Phila. 3

FOR SALE.—Dwelling, stock and fixtures of grocery store in Lancaster, Pa. Large dwelling, storeroom 22 x 28 feet. Four squares from center of city. Good location for chain store. J. O., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 1

FOR SALE.—Troemner Electric Coffee Mill for direct current, both for pulverizing and granulating. American Slicer in A1 condition. Also Dayton Computing Scales and a rebuilt No. 18 Star Coffee Mill. All at one-half price. Guaranteed to be in good condition. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 2f

FOR SALE.—Stock and fixtures of an old established grocery store. Will sell for \$1,150, if sold at once. Rent \$11 per month. 5113 Lancaster Ave., West Philadelphia, Pa. 9

FOR SALE.—Stock, fixtures and property of a butcher and provision store doing a good business. Owner wishes to move to the country. To a quick buyer will sell for the low figure of \$8,500. Cor. Fifth and Twenty-third Sts., Philadelphia, Pa. 8

FOR SALE.—Stock and fixtures of a grocery and provision store. Has a good trade in cigars and tobacco. Would be a good place for fresh meats. Large, roomy house and cellar. Will sell to a quick buyer for \$1,200. Rent, \$35 per month. N. E. cor. Sixth and Porter Sts., Philadelphia, Pa. 8

FOR SALE.—Stock and fixtures of grocery and provision store. Would make good stand for fresh meats. Will sell at a low figure, \$675, if sold at once. Seven rooms and all conveniences. Rent, \$25 per month. Cor. Washington and Alden Sts., West Philadelphia, Pa. 8

FOR SALE.—Stock and fixtures of general store. All new, just recently put in. Located in the best business place of Slatington. Doing a nice business. Best of reasons for selling. Address P. O. Box 454, Slatington, Pa. 8

FOR SALE.—A John Wanamaker parcel delivery wagon, in perfect condition. Will sell at a low figure, \$110, or will exchange for a light weight wagon. 6217 Lancaster Ave., Overbrook Grocery Store, West Philadelphia, Pa. 4

FOR SALE.—Stock and fixtures of grocery, provision and fresh meats. Will sell at low figure, \$1,275, if sold at once. Corner Gratz and Dauphin Sts., Philadelphia, Pa. 4

FOR SALE.—Stock and fixtures of an old established corner grocery and provision store. Would do well with fresh meats. To a quick buyer will sell for \$850. Dwelling contains six rooms and bath, rent \$32 per month. Cor. Fifty-third St. and Westminster Ave., West Philadelphia. 5

FOR SALE.—120 light Springfield Gas Machine, complete, with mixer, etc. Out of business the only reason for selling. Frank Garrigues, Moorestown, N. J. 3

FOR SALE.—Stock and fixtures of an old corner grocery and provision store. Would do well with fresh meats and delicatessen. Will sell to a quick buyer for \$525. Rent, \$35 per month; 8 rooms. 1801 N. Twenty-seventh St., Philadelphia, Pa. 9

FOR SALE.—Stock and fixtures of grocery, provisions, cigars and confectionery store. Would be a good stand for delicatessen store. Will sell for a low figure, \$1,100. Dwelling contains 10 rooms. 33 6 Lancaster Ave., West Philadelphia, Pa. 9

FOR SALE.—New meat store and dwelling. Rapidly growing neighborhood. 5801 Christian St., Philadelphia, Pa. 1

FOR SALE.—On account of the recent death of Thomas A. Kane, the executors of his estate desire to dispose of the business, including stock of groceries and fixtures. The store is located on the principal street and in the heart of Geneva, N. Y., a city of about 15,000. This business was conducted by Mr. Kane for thirty-five years. The sales last year were about \$135,000. For further particulars in regard to stock and terms of sale address Thos. H. Sweeney & Sons, Agents, Geneva, N. Y. 1

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Buckeye  
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FINDLAY, OHIO

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or sample, write  
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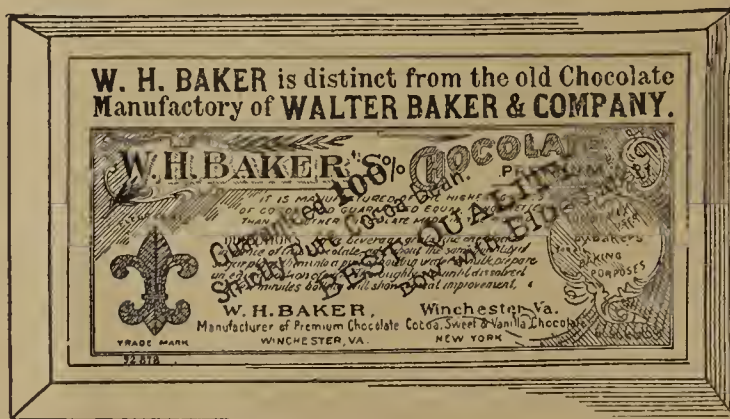
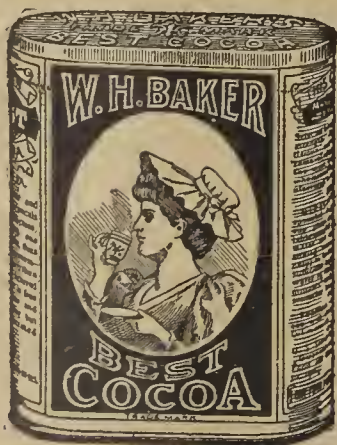
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## Chocolate and Cocoa Preparations

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"

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Monday.

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and Canada.

AND

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## The Westfield-Collier Scheme of Exploiting Certain Food Products

Endeavoring to Establish, as a General Consumers' Directory of Pure Foods, a List Which Omits Many Standard Goods, Not Because They Have Been Rejected, But Because They Have Not Been Examined. Approved List Reprinted.

This journal has been greatly interested in the pure food plan which "Collier's Weekly" has been exploiting, and we have several times suggested that it seemed unfair to the manufacturers whose goods might be the equal of any, though they had not happened to be examined and approved by the Westfield (Mass.) Board of Health. The plan in a nutshell is to list and exploit all the food products which have been analyzed and found pure by the Board of Health of Westfield, Mass. The Board does not aim to analyze all the goods on the market, but only "those that come in its way."

"Collier's Weekly" is waging a campaign the apparent object of which is to induce the public to patronize exclusively these goods which the Westfield Board of Health has listed as pure. The latter body has had its list printed under the title "The Westfield Book of Pure Foods," and "Collier's" is exploiting this in large advertisements, apparently free of charge.

The book is sold for 10 cents and is intended to be used as a sort of directory of pure foods. Its publishers would only feel satisfied if consumers, when offered a proprietary product, would refuse to buy it unless it was listed in the Westfield book. This of course would be a serious injustice to a large number of manufacturers whose foods might not appear in the book, not because they weren't worthy to, but because they simply hadn't been examined by the Westfield Board.

The "Grocery World and General Merchant" has obtained a copy of the book and here presents the list of foods which have the O. K. of the Westfield Board of Health:—

### BAKING POWDERS, ETC.

Rumford Baking Powder.  
Premier Baking Powder.  
Royal Baking Powder.  
Cleveland Baking Powder.  
Dr. Price's Cream Baking Powder.  
Congress Baking Powder.

Fleischmann's Compressed Yeast.  
Yeast Foam.

### BEVERAGES.

Welch Grape Juice.  
Clicquot Club Ginger Ale.  
"Moxie."  
Kumyss.  
Dole's Pineapple Juice.  
Saegertown Ginger Ale.  
Sheboygan Ginger Ale.  
Walker's Grape Juice.  
"Zoolak."  
Randall's Grape Juice.  
Hires Root Beer.  
Schultz's Ginger Ale.

### CANDIES, EATING CHOCOLATES, ETC.

Belle Mead Sweets.  
Huyler's Sweet Chocolate.  
Lowney's Sweet Chocolate.  
Wan-eta Brand Sweet Chocolate.  
Peter's Milk Chocolate.

### CEREALS.

Kellogg's Toasted Corn Flakes.  
Kellogg's Toasted Wheat Biscuit.  
Shredded Wheat.  
Triscuit.  
Quaker Oats.  
Quaker Puffed Wheat.  
Quaker Puffed Rice.  
Scotch Brand Oatmeal.  
Quaker Hominy.  
Quaker F. S. Farina.  
Quaker Breakfast Biscuit.  
Cream of Wheat.  
Ralston Purina Wheat Food.  
Premier Natural Brown Rice.  
Premier Brand Corn Flakes.  
Maple Flakes.  
Cream of Rye.  
Geo. Washington Corn Flakes.  
E. C. Corn Flakes.  
Egg-O-See.  
Malt Breakfast Food.  
Benefit Brand Rolled Oats.  
Benefit Brand Wheat Food.  
Benefit Brand Toasted Corn Flakes.  
Educator Breakfast Food.

### COCOA AND CHOCOLATE.

Huyler's Premier Chocolate.  
Huyler's Cocoa.  
Baker's Cocoa.  
Baker's Chocolate.  
Bensdorp's Royal Dutch Cocoa.  
Lowney's Chocolate.  
Lowney's Cocoa.  
Runkle's Chocolate.  
Runkle's Cocoa.  
Wan-eta Brand Cocoa.  
Wan-eta Brand Chocolate.  
Wan-eta Brand Premium Chocolate.  
Benefit Brand Special Breakfast Cocoa.  
Golden Rule Breakfast Cocoa.  
Golden Rule Premium Chocolate.  
Golden Rule Cream and Chocolate.  
Health Brand Cocoa.  
Health Brand Chocolate.  
Health Brand Sweet Chocolate.

### COFFEE.

Barrington Hall Baker-ized Coffee.  
Chase & Sanborn's Coffee.  
G. Washington Coffee.  
White House Coffee.  
Premier Coffee.  
Lipton's Gossip Brand Coffee.  
Lipton's Yellow Label Coffee.  
Golden Rule Blend Coffee.  
Hotel Astor Coffee.

Massasoit Brand Coffee.  
Health Brand Coffee.  
Benefit Brand Standard Direct Blend.  
Benefit Brand Special Plantation Blend.  
Benefit Brand Extra Fancy Blend.  
Café Royal.  
La Touraine Coffee.  
Golden Dome Brand Coffee.  
Oriental XXX Coffee.  
Marla Coffee.

### COOKING OILS AND FATS.

Cottolene.  
Crisco (vegetable).  
Snowdrift.  
Wesson's Snowdrift Oil.  
Mazola.  
Ko-Nut Butter.  
Jelke's Good Luck Oleomargarine.  
Swift's Premium Lard.  
Swift's Premium Oleomargarine.

### CRACKERS, CAKES, ETC.

Educator Chocolate.  
Fruited Educator.  
Baby Educator.  
Golden Maize Educator.  
Educator Oatmeal Crackers.  
Educator Oyster Crackers.  
Rye Educator Crackers.  
Educator Toasterettes.  
Educator Water Crackers.  
Educator Wheat Meal Crackers.  
Takhoma Biscuit.  
Sunshine Animal Crackers, and other cakes and crackers.  
Uneeda Biscuit.  
Zu Zu Ginger Snaps.  
Nabisco Wafers.

### DESSERTS.

Knox Pure Plain Sparkling Gelatine.  
Knox Pure Sparkling Acidulated Gelatine.  
Minute Tapioca.  
Minute Gelatine.  
Golden Rule Corn Starch.  
Quick Tapioca.  
Cox's Gelatine.  
Kingsford's Corn Starch.  
Duryea's Corn Starch.  
Crystal Gelatine.  
Beech-Nut Granulated Gelatine.  
Health Brand Corn Starch.  
Benefit Brand Corn Starch.  
Benefit Brand Shredded Cocoa-nut.  
Benefit Brand Quick Tapioca.  
Benefit Brand Gelatine.  
Libby's Plum Pudding.

### HONEY.

Premier Honey.  
Ellen North's Honey.  
Health Brand Honey.

### PRESERVED FRUITS, JAMS, JELLIES, ETC.

Beech-Nut Strawberry Jam, and other jams and jellies.  
Premier Strawberry Jam, and other jams and jellies.  
Ellen North's Preserved Strawberries.  
Hunt's Supreme Hawaiian Pineapple.  
Hunt's Supreme Lemon Cling Peaches.  
Hunt's Supreme Apricots.  
Hunt's Supreme Cherries.  
Hunt's Supreme Bartlett Pears.  
Bridal Brand Bartlett Pears.  
Montclair Raspberry and Currant Jelly, and other jams and jellies.  
White Rose Brand Apples, and other canned fruits.  
Clark's Japan Plums.  
Clark's Red Raspberries.  
Clark's Strawberries.  
Clark's Sour Cherries.  
Clark's Bartlett Pears.  
Clark's Sliced Peaches.  
Lawson Pink Brand Pineapple, and other canned fruits.  
Forest Park Brand Blueberries, and other canned fruits.  
Libby's Preserved Strawberries.  
Libby's Preserved Blackberries.

Libby's Preserved Strawberry Jam.  
Libby's Orange Marmalade.  
Health Brand Strawberry Jam, and other jams and fruits.

### DRIED FRUIT.

Dromedary Dates.  
Premier Table Raisins.  
"Dehyrdo" Cranberries.  
Forest Park Brand Seeded Raisins.  
Makepeace Evaporated Cranberries.

### FLOUR.

Fletcher's Graham Flour.  
Fletcher's Rye Flour.  
Fletcher's Buckwheat Flour.  
Dr. Johnson's Educator Flour.  
Gold Medal Flour.  
Occident Flour.  
Hecker's Flour.  
Ralston Purina Whole Wheat Flour.  
Aunt Jemima's Pancake Flour.  
Farwell & Rhine's K-C Whole Wheat Flour.  
Quaker Yellow Corn Meal.  
Quaker White Corn Meal.  
Quaker XXX Graham Flour.  
Premier Whole Wheat Meal.  
Premier Graham Flour.  
Premier Corn Meal.  
Educator Whole Wheat Flour.  
Old Grist Mill Health Brand Flour.  
Presto Flour.

### FLAVORING EXTRACTS.

Baker's Vanilla Extract, and other extracts.  
Colton's Vanilla Extract, and other extracts.  
Premier Vanilla Extract, and other extracts.  
Burnett's Vanilla Extract, and other extracts.  
Sauer's Vanilla Extract, and other extracts.  
Golden Rule Vanilla Extract, and other extracts.  
Health Brand Vanilla Extract, and other extracts.  
"1910 Pure" Vanilla Extract, and other extracts.  
Benefit Brand Vanilla Extract, and other extracts.

### FISH PRODUCTS.

Premier Tunney Fish.  
Premier Salmon.  
Premier Shrimp.  
Burnham & Morrill's Fish Flakes.  
Lenhart's Talisman Codfish Cakes.  
Lenhart's Talisman Codfish (in glass).  
Lenhart's Talisman Threaded Codfish.  
Lenhart's Talisman Clam Chowder.  
Lenhart's Talisman Kipperd Herring.  
Lenhart's Talisman Smoked Sardines in Olive Oil.  
Lenhart's Talisman Smoked Sardines in Bouillon.  
McMenamin's Deviled Crabs.  
Gorton's Kipperd Herring.  
Gorton's Codfish Flakes.  
Beardsley's Shredded Codfish.  
Beardsley's Boneless Herring.  
Forest Park Brand Salmon.  
Forest Park Brand Sardines.  
Forest Park Brand Lobster.  
Forest Park Brand Shrimp.  
Forest Park Brand Clams.  
De Groff's Threaded Codfish.  
Skipper Sardines.  
Seal Shipt Oysters.  
Lawson Pink Brand Shrimp.  
Lawson Pink Brand Clams.

## ELTON J. BUCKLEY

Editor "Grocery World and General Merchant"

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609  
Keystone, Race 746



Lawson Pink Brand Salmon.  
Health Brand Shrimp.  
Health Brand Cod Threads.  
Deer Isle Canned Clams.  
White Rose Brand Salmon.  
White Rose Brand Kipperd  
almon.  
White Rose Brand Lobster  
White Rose Brand Shrimp.

MACARONI, SPAGHETTI, ETC.  
Premier Macaroni.  
Heinz Spaghetti (a l'Italienne).  
Freihofer's Egg Elbow Macaroni.  
Freihofer's Egg Elbow Spaghetti.  
Freihofer's Egg Elbow Noodles.  
Freihofer's Egg Elbow Soup  
astels.  
Franco-American Spaghetti (a la  
lilanaise).  
Fould's Macaroni.  
Fould's Spaghetti.  
Benefit Brand Macaroni.  
Benefit Brand Vermicelli.  
Benefit Brand Spaghetti.  
Goodman's Macaroni.

CONDENSED MILK.  
Carnation Condensed Milk.  
Borden's Eagle Brand Condensed  
Milk.  
Borden Challenge Brand Con-  
densed Milk.  
Borden's Peerless Brand Evapo-  
rated Milk.  
Borden's Malted Milk.  
Van Camp's Evaporated Milk.  
Horlick's Malted Milk.  
Health Brand Condensed Milk.  
Hires Silver Milk.  
Hires Brand Milk.  
Square Brand Condensed Skimmed  
Milk.

MEAT PRODUCTS.  
Jones Dairy Farm Sausage.  
Ferris Hams.  
Ferris Bacon.  
Beech-Nut Sliced Bacon (in  
glass).  
Beech-Nut Sliced Beef (in glass).  
Premier Sliced Bacon.  
Premier Sliced Beef.  
Franco-American Potted Beef.  
Franco-American Chicken Pâté  
Truffle.  
Franco-American Chicken Sauté.  
Snider-Cure Hams.  
Snider-Cure Bacon.  
Snider Sage Leaf Pork Sausage.  
Swift's Premium Hams.  
Swift's Premium Bacon.  
Swift's Brookfield Pork Sausage.  
Libby's Corned Beef.  
Libby's Boneless Chicken.  
Libby's Dried Beef.  
Libby's Ox Tongue (in glass).  
Libby's Chili Con Carne.  
Massasoit Sausage.  
Deerfoot Farm Sausage.  
Armour's Canned Beef.  
Lawson Pink Brand Ox Tongue.  
Beardsley's Sliced Smoked Beef.  
Beardsley's Sliced Bacon.  
Underwood's Deviled Ham.  
Underwood's Chicken.  
Arlington Brand Hams.  
Arlington Brand Bacon.  
Arlington Brand Pure Lard.  
Arlington Brand Pork Sausage.  
Health Brand Sliced Beef.

OLIVES, OLIVE OIL, ETC.  
Beech-Nut Olive Oil.  
Heinz Queen Olives.  
Heinz Stuffed Olives.  
Heinz Pure Olive Oil.  
Premier Olives.  
Premier Brand Olive Oil.  
La Rose Blanche Olive Oil.  
Castle's Brand Cream Olive Oil.  
Nicelle Olive Oil.  
Libby's Queen Olives.  
Libby's Olive Oil.  
Benefit Brand Olive Oil.  
Sylmar Olive Oil.  
Authentic Olive Oil.  
Wyngold Olive Oil.  
Ehmann Olive Oil.  
Salat Olive Oil.  
Hermitage Olive Oil.

## PEANUT BUTTER.

Beech-Nut Peanut Butter.  
Heinz Peanut Butter.  
Premier Peanut Butter.  
Nut-Let Peanut Butter.  
Acme Peanut Butter.  
Duff's Peanut Butter.  
Health Brand Peanut Butter.

## PICKLES, CONDIMENTS, ETC.

Heinz Sweet Gherkins, and other  
pickles.  
Libby's Sweet Gherkins.  
Lutz & Schramm Pickled Onions.  
and other pickles.

## SUGAR.

Crystal Domino Sugars (in car-  
tons).  
Crystal Domino Granulated.  
Crystal Dominoes (full and half  
size).  
All granulated sugars made by  
this company.

## SALT, SEASONINGS, ETC.

Worcester Salt.  
Nosco Onion Salt.  
Steero Bouillon Cubes.  
Millenium Extract.  
Benefit Brand Celery Salt.

## MINCE MEAT, ETC.

Heinz Mince Meat (in jars and  
stone crocks).  
Heinz Plum Pudding.  
Heinz Gold Medal Mince Meat.  
None-Such Mince Meat.  
White Rose Brand Mince Meat.  
Lutz & Schramm Mince Meat.  
Libby's Condensed Mince Meat.  
Libby's Moist Mince Meat (in  
glass).

## SYRUPS.

Karo Corn Syrup (Red Can).  
Karo Corn Syrup (Blue Can).  
Premier Sap Maple Syrup.  
Golden Rule Pure Syrup.  
Health Brand Maple Syrup.

## SAUCES, RELISHES, ETC.

Lea & Perrin's Worcestershire  
Sauce.  
Heinz Tomato Ketchup.  
Heinz Gold Medal Sauce.  
Heinz Prepared Mustard.  
Heinz Powdered Mustard.  
Heinz Evaporated Horseradish.  
Heinz India Relish.  
Beech-Nut Tomato Catsup.  
Beech-Nut Oscar Sauce.  
Beech-Nut Condiment Sauce.  
Van Camp's Tomato Catsup.  
Columbia Catsup.  
Burt Olney's Catsup.  
Waw-Waw Sauce.  
Gulden's Mustard.  
Campbell's Tomato Catsup.  
Brand's A-1 Sauce.  
Forest Park Brand Catsup.  
Forest Park Brand Chili Sauce.  
Forest Park Brand Oyster Cock-  
tail Sauce.  
Lutz & Schramm Chili Sauce.  
Lutz & Schramm Catsup.  
Lutz & Schramm Prepared Mus-  
tard.  
Snider's Catsup.  
Snider's Chili Sauce.  
Snider's Oyster Cocktail Sauce.  
Snider's Pickles.  
Howard's Mayonnaise.  
Howard's Condiments.  
Leonard's Horseradish.  
Premier Chili Sauce.  
Premier Catsup.  
Libby's New Tomato Catsup.  
Libby's Chili Sauce.  
Libby's Prepared Mustard.

## SOUPS.

Heinz Tomato Soup.  
Heinz Pea Soup.  
Heinz Celery Soup.  
Franco-American Pea, and other  
soups.  
Campbell's Condensed Chicken,  
and other soups.  
Bridal Brand Condensed Tomato  
Soup.  
None-Such Beef Soup, and other  
soups.

# BURK'S Pig Souse

## IS A SEASONABLE SPECIALTY

Prepared fresh daily, in pans of five pounds each.  
The jelly is clear and transparent and free from vege-  
table gelatines and ill-smelling glue stock.

Contains plenty of meat and garnished with slices  
of lemon and parsley.

Proves attractive when turned out of the pan, and  
is a quick seller, saving the consumer the trouble of  
cooking pigs' feet, so difficult to obtain at this season  
of the year.

Give it a trial and be convinced.

# BURK'S Breakfast Relish

(Trade-Mark Reg. U. S. Pat. Off.)

This product is usually called "Minced Ham" by  
the consumer. It consists of choice, tender pieces of  
pork, chopped to the proper degree of fineness and  
stuffed in a linen container. It is smoked just long  
enough to acquire that pleasant and appetizing flavor  
which only hickory wood can impart. Weight about  
five pounds each.

After the bag is removed in the same manner as from  
our Lunch Roll, the Relish is cut in thin slices, and the  
only additional preparation necessary for serving is to  
fry it a few minutes over a hot fire.

This makes it one of the quickest, most economical  
and at the same time one of the most satisfying and  
nutritious breakfasts obtainable.

If you are not already using Burk's Breakfast  
Relish—give it a trial. Like all other "Burk" prod-  
ucts—it is the best on the market.

**LOUIS BURK**  
**Girard Avenue and Third Street**  
**PHILADELPHIA**



Steero Bouillon Cubes.  
Van Camp's Tomato Soup.  
"Dehyrdo" Cream Mixed Vegetable.  
"Dehyrdo" Cream of Onions.  
"Dehyrdo" Cream of Peas.  
"Dehyrdo" Cream of Beans.  
"Dehyrdo" Cream of Potatoes.  
"Dehyrdo" Cream of Asparagus.  
Clark's Tomato Puree Soup.  
Lutz & Schramm Tomato Soup.

## SPICES.

Premier Allspice, and other spices.  
Colburn's Red Label Cayenne Pepper, and other spices.  
Health Brand White Pepper, and other spices.  
Fisher's Black Pepper, and other spices.  
Royal Brand Ginger, and other spices.  
Benefit Brand Black Pepper, and other spices.  
Bennett-Simpson Brand Cloves, and other spices.  
Golden Rule Spices, and other spices.  
Slade's Cloves, and other spices.

## TEA.

Premier Perri Walla Tea.  
White House Tea.  
Hotel Astor Tea.  
Lipton's Ceylon and India—Blend A—Tea.  
Lipton's Ceylon and India—Blend B—Tea.  
Lipton's Ceylon and India—Blend C—Tea.  
Quimby's India Ceylon Tea.  
Quimby's India English Breakfast.  
Golden Dome Brand Ceylon Tea.  
Golden Dome Brand English Breakfast Tea.  
Golden Dome Brand Formosa Tea.  
Golden Dome Brand Pan Fire Jap Tea.  
Oriental Tea.  
Tetley's Ceylon Tea.  
Chase & Sanborn's Black Tea.  
Ridgway's Formosa Tea.  
Ridgway's English Breakfast Tea.  
Ridgway's Ceylon Green Tea.  
Salada Tea.  
Benefit Brand Formosa.  
Benefit Brand English Breakfast.  
Benefit Brand Ceylon.  
Benefit Brand Pan Fire Jap.  
Health Brand Ceylon Tea.

## VEGETABLES.

Heinz Baked Beans with Tomato Sauce.  
Heinz Plain Baked Pork and Beans.  
Heinz Vegetarian Baked Beans.  
Heinz Baked Red Kidney Beans.  
Heinz Sauerkraut with Pork.  
Premier Green Asparagus.  
Premier White Asparagus.  
Premier Beans.  
Premier Corn.  
Premier Okra.  
Premier Peas.  
Premier Tomatoes.  
Beech-Nut Beans.  
-Van Camp's Pork and Beans.  
Bridal "Tim Tim" Peas.  
White Rose Brand Asparagus, and other canned goods.  
"Dehyrdo" Spinach.  
"Dehyrdo" Sweet Corn.  
"Dehyrdo" Sliced Beets.  
"Dehyrdo" Carrots.  
Burnham & Morrill's Paris Sugar Corn.  
Franco-American Pork and Beans (with Tomato Sauce).  
Health Brand Corn, and other canned goods.  
Forest Park Brand Peas, and other canned goods.  
Kornlet.  
Campbell's Pork and Beans.  
Eco Refugee Beans.  
Clark's Corn, and other canned goods.

Lawson Pink Brand Tomatoes, and other canned goods.  
Lutz & Schramm Baked Beans.  
Libby's California Asparagus.  
Libby's Pork and Beans.

## VINEGARS.

Heinz Malt Vinegar.  
Heinz Cider Vinegar.  
Heinz White Pickling Vinegar.  
Beech-Nut Cider Vinegar.

"Real" Vinegar.  
Lutz & Schramm Pickling Vinegar.

As examples of the omissions, Wilbur's chocolate and Ivins cakes and crackers, are cited. Neither of these appear among the approved goods.

Contributed.

## A Grocer Who Increased Business from \$37,000 to \$140,000 in Fourteen Months Tells How He Did It

**Dug in His Business to See Where the Profits Were and What it Cost to Get Them. Found Out Whether the Clerks Were Sources of Profit or Loss.**

After conducting a retail grocery and provision business for eleven years with a fair degree of success, I began to wonder why some stores forged ahead so much more rapidly than others.

Wonderment led to extensive investigations—investigations that proved to be a revelation to me. I found that not more than 5 per cent. of the dealers really knew what they were doing. Hit and miss methods were the rule and the display of ignorance as to even the simplest facts was appalling.

Then and there I decided that I would govern my business from positive knowledge rather than from accepted customs.

I first asked myself what I wanted to know and decided as follows:—

Which lines show a profit and how much?

What does it cost to obtain that profit?

Are the clerks earning more or less than I am paying them?

Are there any leaks and if so, where?

My bookkeeping system, that I thought was the real thing, did not answer these questions, so I resolved to have one that would.

With the assistance of a library bureau expert I adopted a modern system, which, by the way, is ridiculously simple, and which shows at a glance several different phases of the business and keeps track of the individual and department sales.

Finding that the human brain was not sufficiently accurate to do all this without errors, I bought an adding machine, and let me say right here that any

man trying to do business without a good reliable adding machine is depriving himself of a most valuable assistant. I cannot conceive wherein it can be called a luxury. By its use I have turned losses into gains and the various savings it has made is almost unbelievable.

By this time I had come to see the tremendous possibilities of accurate knowledge and in a general way can say, and I think you will agree with me, that for every dollar intelligently expended in modern office systems there will be a saving in general expenses of at least ten dollars. A broad statement, to be sure, but my experience justifies it.

I am now using three automobiles, several large electric National Cash Registers, a Lamson Air Line Cash Carrier System, an

American Slicing Machine, a number of automatic computing scales and two adding machines.

I have come to look upon the management of even a small business as an art, one worthy of the deepest study. I firmly believe that as labor is a most expensive item, and as machines, aside from being more accurate, are so immeasurably quicker, that it is the height of folly to do anything manually that can be handled by a machine.

I continually study our service to see wherein I can improve it and endeavor to have a positive mechanical check on every transaction. At first the clerks were rather lukewarm, but as they soon saw that my sole object was to increase their efficiency and earning capacity, and that I was not only willing but glad to share the extra profits with them, they too, became enthusiastic.

Then again, knowing as they do, that every move has to bear inspection, that when errors do occur they can be traced instantly to the proper party, it has put an edge on carefulness that amply repays for the effort expended.

A few weeks' use of modern methods answered my questions. I know what my clerks are worth, what lines to drop and which to push.

Perhaps it is enough to say that in fourteen months I have gone from \$37,000 a year up to \$140,000.

E. W. DARRELL.

Newton Center, Mass.,  
January 7, 1913.

## W. K. Kellogg Says Government Practically Approved Kellogg Plan Before Suit Was Brought

**Statement of President of Kellogg Toasted Corn Flakes Co. as to Government Suit for Restraining Trade. Says Plan Protects Small Dealers.**

Concerning the suit which as recently reported the United States Government has brought against the Kellogg Toasted Corn Flakes Co. for operating in restraint of trade, Mr. W. K. Kellogg, president of the company, sends this journal the following statement from his company on the subject and asks its publication:—

We adopted our policy with a very honest desire not only to conform to the letter of the law, but to its spirit, and the things we aimed to accomplish by our selling plan are the very things for which we understood the Sherman and other conspiracy laws were designed—the protection of the consumer and small dealer in the same equality of opportunity enjoyed by "trusts" and big buyers. If these things are contrary to law, we shall be much surprised.

We are surprised to find ourselves charged with exacting contracts



from jobbers in the grocery trade, because we have no contracts with the trade whatever and will have no trouble in proving it.

We have acted under the best legal advice and supposed we were entirely within our rights as owners of our brand of goods, upon which widespread public approval has placed the stamp of quality.

About three months ago an agent of the Department of Justice called on us and investigated our selling plan. We fully explained it to him and he frankly stated that he believed we were acting legally. He regarded our dealings as free from both conspiracy and coercion and admirably designed to promote equality between big and little trader.

As a matter of fact, our company has adopted and enforced its policy largely in behalf of the consumer. The history of the many breakfast food failures is that they have been sold on a speculative basis; bought in too large quantities by the grocers, in order to get low prices, and in consequence went to the consumer stale and inferior. Quantity prices allowed the big buyers to enjoy unfair advantages. Quick distribution between factory and consumer—which is essential in a perishable product—was defeated.

Our whole aim has been to keep our goods moving and to place them in the hands of as many grocers as possible by making them profitable for every little corner grocery to handle, free from unfair favoritism usually shown his big competitor, in order that the consumer may get them fresh and promptly. For that reason a sure and quick distribution was necessary and statistics show that the

surest way to secure it is to deal only through the wholesalers, leaving them to sell retailers.

It has been the means of placing our goods in the hands of not less than 250,000 retail grocers in every corner of the country and on a basis of absolute equality.

Of course, this has drawn the enmity of the big dealers who enjoyed special privileges from some manufacturers and we have encountered much opposition. To protect ourselves and our distributors—and through them the consumers—it has been necessary to decline to sell our goods to dealers who would use them only for unfair competition, and not only injure us but other dealers and ultimately the consumer.

Any suggestion that we are a monopoly is laughable. There are not less than 100 other kinds of corn flakes on the market, all in competition with ours, and we have no connection with any of them. We regard the patent question as a minor issue. Our patented package was designed just as our selling policy was, to keep the goods fresh and to protect the contents after the package was opened. If there was anything unpatentable about the package that surely does not affect our fundamental rights to deal with our property as we choose.

We are not certain as yet just what course we will pursue in regard to the suit. If we are doing anything illegal, we propose to quit it, but if a policy aimed at sure, efficient and economical distribution, equal profits for the big and little dealer alike and fresh goods to the consumer is a violation of the Sherman or any other law, it is time we found it out.

prepared with special reference to corn, but could be adapted to any line of canned goods.

The plan in question consists of a bond which packers are supposed to sign, agreeing to forfeit \$5,000 if they fail to keep their factory and their product up to a certain standard which the bond sets forth. As to Iowa corn, this standard is as follows:—

The conditions of the above obligation are such that the above-named..... is now engaged in the business of canning sweet corn for sale and profit, and as such canners will promote the welfare of said business by faithfully observing the following requirements essential to the best interests of said business:—

Rule 1.—That our plant will at all times be kept clean and sanitary, and that our employees will at all times handle our corn with care and cleanliness.

Rule 2.—That under no circumstances will we pack corn that requires over six ounces of syrup per can, in order to give it a given recognized consistency, and label the same as standard.

Rule 3.—That in event of our packing (hard) corn that requires over the six ounces of syrup mentioned in Rule 2, the same will be sold and labeled by us as under standard, never allowing a shipment to leave our warehouse without the quality mark (under standard) being placed on every can.

Rule 4.—That we will not allow any corn to be canned in our factory where over thirty-six hours has elapsed between the time of picking in the field and the time of filling into the can, only under conditions as set forth in Rule 3, that is, that we agree to sell and label the same as under standard.

Rule 5.—That every possible precaution will be taken to prevent any yellow kernels from being canned with the sweet corn.

Rule 6.—That in event of our corn being damaged by WORMS or other INSECTS, we will see to

it that every single ear is perfectly trimmed, and that nothing goes into the can that we would not be willing to serve and eat on our own table.

Rule 7.—That in addition to the above, all possible care will be taken to keep our plant in such shape that VISITORS can always be taken to any department of the factory or grounds.

Naturally if all the packers in the field, or a large majority, would sign and obey such a guarantee as this, it would be reasonably safe to do general advertising which exploited all canned goods as excellent. It will be dangerous to do so, however, as long as some packers put up grossly inferior goods.

#### California Oranges Said to be Badly Hurt by Cold.

From San Bernardino to Los Angeles, Cal., every acre of oranges and lemons is said to have been frozen. Only a fifth of the crop may be salvaged, it was asserted. If this is true, the total loss on 150,000 acres of fruit will amount close to \$40,000,000. Other estimates place the total damage at \$20,000,000. According to growers, a sudden return to the warmth of normal winter conditions would irreparably damage fruit which might be still in such condition that a gradual rise of temperature would leave it in marketable shape. This additional loss would mean virtually the ruin of the citrus crop, the value of which has been placed at \$50,000,000.

## First Practical Plan to Standardize Quality of Canned Goods So They Can be Safely Advertised

Emanates from Iowa and Comprehends Bond in Which Packers Agree to Forfeit \$5,000 or Keep the Quality of Their Product Up to Certain Standards.

The first practical suggestion to cure the weak spot which this journal has pointed out in the advertising campaign of the National Canners' Association, comes from G. W. Drake, secretary of the Iowa Canners' Association. Readers hereof may or may not know that a year or so ago the National Canners' Association spent a large sum of money advertising "canned goods" to consumers, taking no account of the many grades of canned goods, the poorest of which would surely spoil the effect of the best general advertising that could be done. The National Association made no effort to see that the quality of the "canned goods" it was advertising should be standardized or improved, and the result—partially due to that, no doubt—was

that the money was wasted and never got the slightest tangible result. Since then the "Grocery World and General Merchant" has occasionally reminded the National Association, which by the way is working on another advertising plan, that they must improve the quality of some of their products before they could safely advertise "canned goods" as a class of merchandise. Not the slightest attention was paid to this—it would seem—fundamental need of advertising and merchandising, until Secretary Drake, of the Iowa Canners' Association, comes forward with a unique and ingenious plan by which packers will be held to some standard of quality. Iowa is a great corn canning State, so that Secretary Drake's plan is

## BANKRUPT SALE!

of the GROCERY STORES of

# Scheuer & Bro.

LOCATED AT

279 Main Street  
ORANGE, N. J.

111 South Orange Avenue  
SOUTH ORANGE, N. J.

568 Bloomfield Avenue  
BLOOMFIELD, N. J.

Sealed bids will be received by the RECEIVER or his Attorneys on or before January 23, 1913, 10 A. M., for the purchase of the above-mentioned three stores, or any of them, as going concerns.

Stores include general stock of groceries; also furniture and fixtures, horses, wagons and harness; and equipment incident to the running of a large retail GROCERY BUSINESS, including outstanding book accounts.

These stores have been in existence for about 15 years. The "SCHEUER" name has been well known in the grocery trade for the past 55 years.

FULL INFORMATION MAY BE OBTAINED FROM

**BILDER & BILDER = LOUIS LEWIS**  
164 Market St., Newark, N. J. **or** 800 Broad St., Newark, N. J.

Attorneys for Receiver

RECEIVER

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



# WITH THE EDITOR

That was a peculiar decision which the New York Court of Special Sessions made during the week in the case against the restaurant keeper who refilled a prominent manufacturer's trademarked bottles with cheap catsup. The trick of course is common and well-known. An unscrupulous restaurateur will buy bottles of Lea & Perrins' sauce or some well-known catsup, and when they are empty will refill them with an imitation. Thus he trades to that extent on the manufacturer's reputation. The New York man did this and the manufacturer involved arrested him on the ground that he was selling one article under the label of another. The defendant said he did not sell the catsup, but gave it away, and the court discharged him because to find him guilty, it said, would be equivalent to finding every housewife guilty of a misdemeanor in re-using empty bottles in the same way. The writer respectfully suggests that this is foolish. The housewife does not retain the old labels on the empty bottles she uses, but if she does it would never be done to deceive anybody. The restaurant keeper practiced a fraud and meant to practice it. His object was to impress upon customers, and thus benefit his business, the fact that he was using well-known and high grade condiments. That might easily influence trade and doubtless often does. As to "giving it away," that is equally absurd. No restaurant gives catsup away. It may not be separately charged for in the bill, but it is in there, and the customer pays for it just as surely as he pays for his coffee or his tea. In a nutshell, the customer patronized that restaurant under the false impression, deliberately created by the proprietor, that he was receiving as a part of his meal, a certain thing, for which, we repeat, he paid. He did not receive that thing, but a much inferior thing, by which he will of course judge the manufacturer whose product he

Is This Good Law?

thought he was eating. Still the restaurant keeper, in the view of the New York court, has been guilty of no wrong against the manufacturer!

The writer expects to see this decision overruled.

All customers will eventually learn the lesson that one cause of the high cost of living is their preference for buying goods in packages. Sometimes this lesson comes with a shock, as in the case of the gentleman who wrote the following letter to the Philadelphia "Record" last Tuesday:—

Editor of "The Record."

In regard to the high cost of living and purchasing from the chain stores, permit me to relate a little experience I had in that line. I went to a chain store in Philadelphia to buy a list of goods, among which was vinegar. When I asked for that article a bottle was produced and I asked its price and was told that it was 10 cents. "Why," said I, "the bottle is but one-fifth of a gallon, which makes the article 50 cents a gallon—an extortionate price." "But," said the clerk, "the bottle is included." The bottle was of the cheapest green glass, the aggregation of which around a house has always been a nuisance that had to be removed by some one paid to cart them away.

I claimed that the vinegar was not worth over 15 cents per gallon in any measure, whereupon the clerk agreed to send me a gallon for 20 cents. I write you because I feel that it is a crime to sell articles to the poor at several hundred per cent. profit, simply because they are so extremely limited in cash. They are, indeed, helpless lambs in the fold of the wolf, and it should be the duty of the State to protect them. I cannot conceal my contempt for men or corporations who are entirely without the pale of the instinct of common decency, and who feed, like the colibacilli, upon the helpless, but deserving poor.

A CITIZEN.

This clerk was somewhat stupid. He remembered to say that the "bottle was included," but not that the cost of handling several times instead of once was also.

Perhaps this consumer was asked to pay an exaggerated price for the privilege of buying in packages, but there are very many other cases in which the established difference between a thing in bulk and in packages is relatively almost as great. The consumer has no legitimate com-

Let Them Burn  
Themselves If  
They Want To.

plaint; the thing is entirely in his own hands. Almost nothing packed in packages but is also sold in bulk, and at a very materially lower price. If he demands it in bulk he will get it.

One of the most talkative and apparently one of the most ignorant, of the members of the local Housewives' League, who have been posing before the public as reducers of the cost of living, is Mrs. William B. Derr, who claims to be the president. In a recent newspaper "interview" Mrs. Derr made the following prepared statement:—

A few years ago there were several hundred retail stores owned by various individuals, who were satisfied with a small profit, and there was plenty of competition, which kept down the prices to the consumer.

Then there were started a number of stores by the Acme Tea Co. and others by the William Butler Co.; further stores by Robinson & Crawford, George Dunlap, and, later, stores by the James Bell Co. These stores, when started, were known as cut-rate stores, and that was true of them when they were first started. They succeeded, by reason of being able to buy in large quantities, in underselling the individual storekeeper, and have driven most of them out of business. The remainder of the individual storekeepers, for their own protection, formed what is known as the Retail Grocers' Association, which is the central buying point, and enabled them to buy in as large lots as the chain stores of the five companies above named. The stores that are in the Retail Grocers' Association are known as the "triangle stores."

The six above-named combinations of stores constitute 95 per cent. of the retail stores in Philadelphia, and the consumer has no place to purchase except from some one of them. Now, since these combinations have driven out all other storekeepers, it has not been necessary to be cut-rate stores, for a few years back. It will be found on a visit to their stores that all their prices are about the same for most articles, a sort of a gentlemen's agreement. These chain stores not only control the situation, and name the prices that the consumer must pay, but also control the prices that the commission merchant must sell at, as there is no one else for him to sell to. These stores have compelled the consumer to pay them profits that were extortion, as can be shown by the millions of dollars that have been accumulated by them in the last few years.

It can be shown that these stores have been charging from 30 to 90 per cent. profit on their goods, and

The Misstatements  
of Mrs. Derr.

in many cases preventing poor people, by reason of their high prices, from obtaining the articles that they required to live upon. As an example, these stores have not paid over 22 cents wholesale for storage eggs this season, and have sold them as high as 45 cents per dozen. Even after candling and hauling charges have been added, they charged 100 per cent. profit.

The only way in which the consumers can help themselves is to co-operate with each other. The plan can be accomplished by the people of Philadelphia combining together and opening their stores, thereby buying in large quantities direct from the producer, and getting the goods from his own retail store at a fair cost to himself and all other consumers who may not be able to become shareholders.

All this, as presented, is untrue. Not consciously so. Mrs. Derr and her colleagues are not intentionally lying to the public; they are merely ignorant and reckless, and their little taste of publicity constantly spurs them to new heights of attack and promise.

The chain stores have not driven most of the individual storekeepers out of business. There are over 4,000 individual grocery stores in Philadelphia, against not over 500 chain stores. The "remainder of the individual storekeepers" did not "for their own protection," form the Retail Grocers' Association. The association has some 600 members, while the "remainder" of the individual grocers, as has been stated, is over 4,000. Also, the association was organized long before the chain stores amounted to anything.

For the same reason the statement that the chain stores and the association together constitute 95 per cent. of the retail stores in Philadelphia, is a foolish falsehood. The figures to prove it appear above.

The writer has no way of knowing whether Mrs. Derr's strictures on chain store profits are warranted or not; naturally that depends on what they pay for their goods and what it costs to sell them. But one thing is certain: Mrs. Derr hasn't undersold the chain stores or anybody else. Selling much poorer eggs than the regular stores sell, at a price not including rent and cost of selling, is not underselling the chain stores.





We would be pleased to have for publication in this column the ideas of our readers upon trade topics being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

### What is Full Weight in Binder Twine?

New York, Jan. 6, 1913.

To the Editor.

Dear Sir:—Note the enclosed correspondence between the "Cordage Trade Journal" and Dr. Fritz Reichmann, Superintendent of Weights and Measures for New York State. It concerns what will be considered short weight under the weights and measures law of New York State, of binder twine, and I feel quite sure that this will be of interest to you.

Yours very truly,  
N. T. McGRANE,  
President D. P. Winne Co.

The correspondence referred to will probably interest every retailer who uses twine in his business, either to sell again, or on his own packages:—

New York, December 16, 1912.  
Dr. F. Reichmann,  
Superintendent of Weights and Measures, Albany, N. Y.

Dear Sir:—Binder twine is put up by manufacturers in bags containing ten balls each. Each ball weighs approximately five pounds, and it has been the custom of the manufacturer to allow about two pounds for the weight of the bag and the lashings around it. Manufacturers have been accustomed to stencil the outside of the bags or bales of twine, for an example, "50 lbs. Standard Binder Twine." Will you kindly advise us whether under the Brooks Net Container Law, if the net weight of the ten balls of binder twine in the bag or bale is fifty pounds, or not outside of the variation of 4 per cent. allowed by the Department's scale of tolerances, the stenciling of fifty pounds on the bale is a compliance with the Brooks law by the manufacturer and also by the merchants who handle the twine in original bales and without breaking same? Of course, when a merchant

breaks a bale and sells several balls of the twine, our understanding is that it is necessary for him to give the net weight of the balls that he sells in a smaller package than the original bag containing ten balls, weighing approximately fifty pounds net. Is it necessary for the merchant who breaks the bale and sells, say, three or four balls to a farmer customer, to weight each ball and tag each ball individually with its weight?

As Section 17 states " \* \* \* the net weight of the contents of each container or a statement that the specified weight includes the container," the question has been asked, whether if a bale of binder twine is branded "50 pounds of Binder Twine, including bag and lashings," the same would comply with the law. Will you kindly advise us on this point?

Thanking you in advance for your attention, we are,  
Yours truly,  
CORDAGE TRADE JOURNAL.

Dr. Reichmann's reply follows:—  
STATE OF NEW YORK

Office of  
SUPERINTENDENT OF WEIGHTS AND MEASURES.

Albany, N. Y., December 23, 1912.  
Editor "Cordage Trade Journal."

Yours of the 16th inst. has just come to my attention. If the unwrapped balls of binder twine are put up in a package marked "50 pounds Standard Binder Twine," and there is contained in the package fifty pounds of binder twine, within the allowable variations, it is correctly marked under the provisions of Chapter 81 of the Laws of 1912. This is in reply to your first inquiry.

When he (the dealer) breaks the package and sells the bare balls unwrapped, these balls do not have to be individually marked, but a sales slip or tag or ticket must be given with them showing how much is sold. In case the individual balls are wrapped, then they must be marked. This is in reply to your second inquiry.

A bundle of twine which is marked "50 pounds of Binder Twine, including tags and lashings," would not comply with Chapter 81 of the Laws of 1912, because Section 17 specifically states that the tare must be stated, and consequently under that provision the gross weight must be specifically stated and the tare weight specifically stated, which, of course, amounts to the same thing as stating the net weight. This is in reply to your third inquiry.

Yours very truly,  
F. REICHMANN,  
Superintendent.

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### Adulterating Coal.

Tioga Centre, N. Y.,  
January 7, 1913.

To the Editor.

Dear Sir:—In this day of pure food laws by the hundred, and all sorts of prosecution's for adulterations, etc., have coal companies a right to adulterate or mix their goods? For instance, when we order nut it is about 25 per cent. pea; stove is about 25 per cent. egg. We don't get any more straight goods from them. I don't believe they have any more right to mix their goods, as

If you are not selling and making a good profit on "Dandelion" Butter Color, it must be because the trade is buying it at some other store.

That is your fault.

"Stock up" and tell your customers you have it, and you can get your share of the profits.

**Dandelion Brand**

THE BRAND WITH



**Butter Color**

THE GOLDEN SHADE

We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS,--STATE AND NATIONAL.

**WELLS & RICHARDSON CO., - BURLINGTON, VERMONT**  
Manufacturers of Dandelion Brand Butter Color



they are doing, than the grocery people have, but I suppose if we don't like it we can lump it; take our medicine.

I thought I would mention it to you, and if there is any way to stop this mixing business you are the people that can make them sit up and take notice.

Yours truly,  
FRED. MARTIN.

Food adulterations are punished under a special law passed for that purpose. Without such a law they could only be punished under the common law as false pretenses and cheats—often a very hard thing to do.

The same thing applies to coal adulterations. Some States have special laws forbidding them. If there is no such law, the offense can still be punished as a false pretense and a cheat. If you order a certain size of coal and pay for a certain size, you can always have an action against the dealer, if he gives you something inferior. Since the fraud in the coal case would be perfectly obvious, however, the best way to protect yourself, it would seem, would be to reject it and refuse to pay the full price unless they deliver what you order. A very good plan would be to wait until the coal is unloaded and in your cellar—this you could do under the law—and then if it proves upon examination to be adulterated with smaller, poorer coal, to notify the dealer to remove it on that ground. You could almost always obtain a fair settlement in this way.

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#### Bluing Bottles.

Jamestown, N. Y., Jan. 6, 1913.  
To the Editor.

Dear Sir:—If you can, will you kindly advise me where bluing bottles can be obtained at lowest prices.

In price-current of issue of December 30, 1912, on page 26, you quote bluing sold at \$2.10 per gross. As I prepare bluing, I would like to find where to get bottles at lowest price.

Thanking you in advance, I beg to remain,

Yours respectfully,  
C. WM. JOHNSON.

The Diamond Bottle Exchange,  
1841 North 10th street, Philadelphia, make bluing bottles.

A few Florida peas are coming forward, but the quality is not very good. Prices range from \$2.50 to \$3 and the demand is light.

## The New York Letter

### Restaurant Keepers Now Combine Against Middleman. New Lemon Importing Company. Various Trade Items and Market Summary.

Special Correspondence of "Grocery World and General Merchant."

New York, January 9, 1913.

Another blow at the middleman has been struck. That is the way in which those who are directly interested in the matter speak of the organization this week of the Society of Restaurateurs. The society includes a formidable list of the men who own the prominent restaurants.

The organizers said that the purpose is to eliminate the middleman in buying food for the restaurants. Thomas Healy, who was elected president, said that the restaurants are paying altogether too much profits to the middleman when they should not pay him a cent.

In furtherance of the purpose of cutting the ground from under the middleman negotiations were at once opened with the hotel men's association in this city and it is said that assurances have already been given of united action on the part of the two associations.

While the officers and members of the new association disclaimed any purpose except to fight the wicked middleman, your correspondent heard of one or two other matters that may receive attention. There is a labor "unrest" among the employees, including the waiters and kitchen help in hotels and restaurants, with small strikes here and there, and some fear of more serious strikes later. An association of the proprietors may find its hands full for a little while, looking after strikes without seeking a fight with middlemen.

Then there are questions of maintaining prices to which attention may possibly be given in such a way as not to raise any trouble under the laws as to the restraint of trade.

Other economies besides a possible saving in the purchase of food are also possible. The new association includes the proprietors of a number of Broadway restaurants in some of which, of late, food has been taking a subordinate place, for the cabaret

has become the thing, instead of the food. People go to these restaurants chiefly to see the show and to be seen. When they want really to get something to eat they are quite likely to go somewhere else, away from the orchestras and the cabaret singers and dancers.

So there may be some idea of economizing in cabaret expenses which in some instances are said to exceed the cost of the food to the house.

Retail grocers are not much interested, as most of these restaurants and hotels have been buying as much as possible from brokers, jobbers and manufacturers. In fact, they have been always getting wholesale prices on a large part of the purchases. This saving does not always go altogether to the benefit of the proprietor, as stewards are known to get rebates in various ways, although there is now a law against such rebates.

Mr. Healy outlines a plan for having each member of the new society take stock to the amount of \$5,000. With 1,000 members he figures that the co-operative buying concern will start out happily with a capital of \$1,000,000. Then it will supply the members with their food and liquid supplies at reduced prices and still make a profit which will be divided up among the shareholders.

All this has the familiar sound of various enterprises launched from time to time, but there will be interest to see the outcome in the case of a body of men so keen and resourceful as the proprietors of New York's restaurants.

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Wiley & Butler, the West Side brokers, have taken as a partner J. M. Kenny, who resigned a position with J. M. McNiece & Co. in order to enter the former firm.

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A new company has been incorporated with a capital stock of \$125,000 to enter the lemon importing business. The new corporation, to be known as the Lemon Importing Co., has offices

at 204 Franklin street. It is composed of a number of active importers of wide experience. They hope by combining their efforts to put the business on a more satisfactory basis than has been the case of late. They will especially try to get lemons shipped in such a way that they will arrive in proper condition to get full market prices. N. Cuneo is the president; P. Lauricella, secretary.

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Other new incorporations include:—

The Oppenheim & McEwan Co., Albany, N. Y., to deal in teas, coffees and spices; capital stock, \$100,000; incorporators, G. L. Oppenheim, S. L. Oppenheim, W. S. McEwan, Albany.

The Burch-Kane Co., New York, to deal in starch, glue, gelatine, etc.; capital stock, \$40,000; incorporators, L. R. Burch, T. E. Anderson, Jr., E. E. Holmes, all of New York.

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In the coffee trade reports and denials are heard of an alleged arrangement under which the valorization coffee now in this city is to be sold in the open market, or by auction, and in return the Government is to discontinue its suit against the so-called trust.

While the exact facts have not been made known there seems to be a general opinion that the 920,000 bags of valorization coffee, valued at \$18,500,000, now held in this city, will soon be disposed of by the present holders. It is also supposed by many that the Government's suit is not to be pushed.

Herman Sielcken, the American representative of the valorization bankers' committee, sailed this week for London. He refused to make any definite statements about the situation.

Some of the brokers say that in whatever way the sale of the valorization coffee in this city is conducted the big operators are likely to get most of it as they did last year. It is reasoned that the smaller distributors and the roasters have not the facilities to bid against the big operators who will be on hand to see that the stocks are not sold at any sacrifice.

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A new bill was introduced this week at Albany to bar child labor in the factories of this State. It







# THE GROCERY MARKETS

## Tea.

The tea market shows no change for the week. The demand is light as yet, although holders hope it will improve later in the month. Prices are well maintained, considering the dullness, and this is due to the lack of any surplus.

## Coffee

The general feeling in the coffee market, meaning particularly Rio and Santos, is one of uncertainty and weakness, although there has been no actual decline during the week, and options even showed some signs of firmness. The feeling is that the projected sale of the valorization coffee, nearly 1,000,000 bags of Rio and Santos, may cause something of a slump if allowed to come unprotected on the market. The current demand for Brazil coffee is light. Milds are unchanged and quiet, prices steadily maintained. Java and Mocha dull at ruling prices.

## Sugar.

The sugar market has gone to pieces during the week, as it was repeatedly predicted it would do early in the year. Raws have sold for January delivery at a substantial fraction off, and all refiners have dropped their prices, led by the Federal, who led off. At the present writing the Federal and Arbuckle Bros. are quoting 4.65 cents for granulated and the other refiners are quoting 4.70, a drop of 25 and 20 points respectively. There is still some beet granulated sugar about at 4.55, and altogether the market is considerably demoralized. At present quotations for raws, refined sugar would not be unduly low at 4.35, and it seems almost certain to go to 4.50 for granulated at least. The consumptive demand for sugar is fair.

## Fish.

Mackerel is still dull and unchanged from a week ago. The demand has certainly shown no signs of awakening as yet. Cod, hake and haddock have been very dull during the warm weather, but should improve from now on. Prices are steady. All grades of salmon are quiet at ruling prices.

Domestic sardines are dull without change; imported sardines firm through scarcity.

## Syrup and Molasses.

Glucose is unchanged. Compound syrup in light demand, owing to the weather, and unchanged in price. Sugar syrup moderately active for manufacturing purposes, and unchanged in price. Molasses quiet and unchanged.

## Canned Goods.

Spot tomatoes are unchanged and dull. The price quoted before the big pack figures came out is still held steadily, apparently because the supply of tomatoes in first hands seems small. Corn is dull and inclined to be weak, in spite of the 1912 pack figures, which shows falling of as compared with 1911. Peas have been the greatest surprise, particularly to holders who paid high prices—and almost all did—for standard grades. The fact that the 1912 pack was greatly in excess of 1911 has greatly depressed the market for standard grades and almost all holders stand to lose. Apples are unchanged and dull. California canned goods are quiet at ruling prices. Small staple Eastern canned goods are in seasonable demand at unchanged prices.

## Dried Fruits.

Prunes are exceedingly dull, owing to the warm weather, but will probably improve from now on. Peaches and apricots are still steady to firm, but quiet as to demand. Raisins are nominally unchanged on the coast, but some Eastern second hands have offered fancy goods very cheap during the week, and the feeling is not strong. Currants and other dried fruits are quiet and unchanged.

## Beans and Peas.

The demand for beans of all kinds has been light owing to the warm weather, and prices on all grades are unchanged. This includes California limas. Green and Scotch peas are unchanged and dull.

## Butter.

The market for all table grades of butter is firm and prices are

unchanged, with a good consumptive demand. Under grades are more plenty and drag a little. The quality of the butter arriving shows a good average for the season. The market is healthy and no radical change is looked for.

## Eggs.

The receipts of fresh eggs are increasing somewhat and the market keeps cleaned up each day. Prices remain about the same as a week ago, and the average quality is good. A fair consumptive demand is reported. Stocks of storage eggs are still very large and the market dull. The finest storage eggs are now quoted in a jobbing way at 24 cents.

## Cheese.

Stocks of cheese are reported light, with a moderate consumptive demand. The market is steady and unchanged for all grades.

## Provisions.

The market for everything in smoked meats is steady and unchanged, with a seasonable consumptive demand. Pure lard is steady at a decline of  $\frac{1}{4}$  cent and compound lard at a decline of  $\frac{1}{8}$  cent. This is the season for cheap lard, but opinions differ as to whether lard is already cheap. Dried beef, barrel pork and canned meats are steady with a moderate demand. Prices are unchanged, except corn and roasted beef, which advanced 10 per cent., with another advance in sight.

## MARKET NOTES.

Florida tomatoes are coming right along, and those which are ripened after they get here present a very good appearance. The flavor, however, is usually lacking. Price ranges from \$2 to \$2.50 per crate, and the demand is fair.

Florida grapefruit refuse to climb very high—2.50 to \$3 per crate. The demand is moderate.

Florida oranges bring as high as \$3 to \$3.50, if they are fancy. Ordinary stock bring from \$2 to \$2.50. Much of the receipts are

coming in bad shape. The demand is fair.

Florida squash meets with slow sale in Northern markets. Prices are low—\$1.50 to \$2 per crate.

Florida beans of good quality are in market, and range from \$2 to \$2.50; demand good.

Florida eggplants are worth \$2 to \$2.25, and the quality is good. Demand is fair.

Florida strawberries are plentiful and cheap—30 to 35 cents buys some very good berries.

## THE NEW YORK LETTER

(Continued from page 13.)

in various lines that may feel the effect of the decision.

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An interesting decision was rendered by one of the Special Sessions Courts during the week. The court decided that it is not a crime to refill empty catsup bottles, jelly jars and pickle containers, so long as they are not offered for sale. The decision was upon the case of Joseph Polinsky, a restaurant keeper at No. 638 Sixth avenue, who was accused by investigators for a large manufacturer of refilling the manufacturer's bottles with an alleged inferior grade of catsup which he used in the restaurant.

The complaint was drawn under the trade-mark law, which prevents the selling of an article of merchandise under the label of another article. Polinsky practically admitted refilling the bottles in his place, but declared that he had never attempted to sell any of the refilled bottles. Counsel for the manufacturer said that the purchaser of a meal in the restaurant paid for the condiment he used and therefore the proprietor of the place sold it.

"If what you claim is true," Justice McInerney said to the lawyer, "every housewife would be guilty of a misdemeanor in re-using your bottles which they buy with your goods. The court does not agree with you, and the defendant is discharged."

Counsel for the manufacturer declared that an appeal would be



ade to the Legislature to amend the law so as to prevent the re-lling of bottles bearing trade-mark labels under any circumstances.

\*\*\*

Assemblyman Sullivan, of Dunkirk, has just introduced in the Legislature a most unique bill inserting in the agricultural law a new section (282) providing for the licensing of commission merchants doing business in farm produce. All persons, firms and corporations receiving farm produce for sale on commission must apply to the Commissioner of Agriculture by June 1st of each year for a license. The application must state the kind of produce to be handled and the principal place where the business is to be carried on, together with such other facts as the Commissioner shall prescribe. The fee for each annual license is fixed at \$5, and in addition a bond of \$5,000, approved by the Commissioner of Agriculture, must be filed by the licensee to secure payment of all sums owing to persons within the State consigning farm produce to the merchant for sale on commission. Any such consignor of goods may maintain an action upon the bond. Any violation of these provisions, including the doing of such commission business without a license, after June 1, 1913, is made a misdemeanor.

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The New York Retail Grocers' Association had a gala time Wednesday night of this week when it gave its first smoker of the season in the Broadway Central Hotel and at the same time installed its new officers, including President John Steeneck, who was unanimously chosen to succeed the retiring president, George Stadtlander. A fine vaudeville programme was presented during the evening.

#### SUMMARIZED MARKET CONDITIONS.

Spot coffee, both Brazils and mild grades, have a firm tone. Trade is quiet, however. The interior demand continues of a hand-to-mouth character. Most of the activity, such as there is, is of a jobbing character. First hands find conditions dull, as has been the case for some time.

In the tea trade there is the usual demand of this season of

the year for the regular lines of both blacks and greens, but there is no special feature to the market. Nothing beyond the routine buying is expected until the question as to the Read tea test is definitely settled.

Although raw sugar has been declining, refined sugar is steady on the basis of 4.70 cents for standard granulated except that the Federal and Arbuckles are 5 points lower. The business is only moderate. The tariff uncertainty keeps the refiners and the large distributors in a cautious mood.

In canned tomatoes conditions seem a little easier. There are reports of two or three packers being willing to accept 77½ cents for standard Maryland No. 3s. Leading packers say, however, that it is hard to locate a seller willing to take even 80 cents for No. 3s that are really up to the standard and that most of the packers are unwilling to sell below 82½ cents. Even at the bottom figures, however, buyers do not seem inclined to make any purchases at present so business continues quiet. Standard packed corn is dull and easy. State fancy corn seems to be in small compass and is firm. The supplies of the cheaper grades of canned peas are so large that prices are shaded a little. Not much business is being done in any grades of peas, however. Other staples in canned goods are quiet.

Canned fruits of all kinds continue fairly firm, although little business is being done. The holders are not urging sales, being content to await the spring demand.

Most of the activity in dried fruits is in the larger sizes of prunes. The spot stocks of these sizes are being depleted, it is said, and it is observed that the tendency of prices is slightly upward. Outside of these sizes, the demand is slow; yet holders are firm in their belief that the early part of the spring will bring renewed activity. Apricots are dull but firm; peaches are easy in tone. California raisins are quiet but steady. Currants are in light demand. A fair business is reported in dates. Figs are easy in tone.

The butter market is quiet, with prices fairly steady for top

grades. The quality of fresh creamery has been improving and buyers are getting more particular in their requirements. The average lots of fresh creamery extras are bringing 36 cents, although a fraction more is paid for lots scoring especially high. In the lower grades the market is dull with some irregularity in prices. The firsts range from 32 to 35 cents. The best grades of held butter range from 32 to 34 cents. There is accumulation of grades from 29 to 32 cents, with difficulty in moving them. Process butter ranges from 22 to 27 cents and is quiet.

The activity of the speculative element has sent fresh Western eggs a little higher in the last day or two. The best grades of the Western eggs bring from 27 to 30 cents. The held eggs are irregular, ranging from 21 to 24 cents for the best grades. Slight improvement is shown in the demand for the best grades of refrigerator eggs, which are selling at 19 to 21 cents. The fancy grades of nearby eggs are not bringing as high prices as they did recently, about 37 cents being the maximum price paid in the wholesale market. Nearby browns and mixed colors are to be had at 27 to 30 cents. There is some weakness in Southern eggs.

FRED. A. MCGILL.

#### Prunes by Parcels Post.

Two carloads of prunes, done into packages, were sent out from San Jose, Cal., last week. All shipments were by parcels post on an early morning train to addresses in all parts of the country.

#### Pennsylvania News Items.

A Pittsburgh newspaper proprietor, Alexander P. Moore, has begun a legal action against the company store operated by the Jones & Laughlin Steel Co. to deprive it of the right to do business, and it is said that the action is the first gun fired in a campaign against all the company stores run by mining and manufacturing companies. Moore, said during the week that he had drafted a bill for the Legislature that provides for a commission to conduct a Statewide investigation of the company store. His intention is to have this com-

mission call to Harrisburg officers of the United States Steel Corporation, coal operators and men in charge of all the big industrial corporations in Pennsylvania to testify as to the system of company stores.



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DEPARTMENT A  
FINDLAY, OHIO

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¶ When you place an order for **Teas** by mail, you aren't burning any bridges behind you. You can always go back to buying through salesmen if the mail plan doesn't pay.

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89 FRONT ST., NEW YORK

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CLXXXIX.—Business-Bringing Schemes That the Courts Have Held to be Lotteries and Something of the Lottery Law.

I remember that one of the earliest articles in this series was on the subject "How to Tell When a Scheme is a Lottery." Its object was to give a business man some fundamental information by which he should measure the various "business-bringing" schemes which were constantly being offered to him, in order to determine whether they violated the lottery laws or not.

A Pennsylvania court has just handed down a decision which supplies some additional information along this line. Naturally, since it is the official decision of a court, it is much more weighty than anything I could say on the subject. The decision referred to is of course only that of a State court, which under usual circumstances might not be binding in other States, but in this case I would think it practically was binding, or at least was influential, in every State except Delaware, which to the best of my recollection has no lottery law. All other States have, and their decisions practically all define a lottery in the same language, viz., "the distribution of prizes by lot or chance." That is the reason I say that this decision of a State court will practically have a general effect.

The Pennsylvania case involved the piano scheme which has been exploited all over the United States, being offered to all classes of merchants and in use by many as a supposed means of increasing their business. In the case which I am about to describe the merchant using the scheme was a Venango County druggist named Mackey. He signed the piano company's contracts, but decided not to carry them out, and when sued made the defense that the scheme was a lottery and the contract therefore illegal.

The court upheld this view and decided that the piano company could not recover on that ground.

From the evidence presented it appeared that the plaintiffs, the piano company, sold to the defendant, the owner and manager of a drug store in the city of Franklin, a piano, and agreed to, and did, furnish therewith certain handbills, posters, circulars, certificates or "cash coupons" and other literature, all intended for use by the defendant in disposing of such piano as a prize in a scheme to advertise his store and business. By the terms of the contract for the sale and purchase of the piano, the plaintiff, as vendor, agreed as follows:—

"For the purpose of assisting the purchaser in getting his piano advertising started, and in creating a demand for his goods, the company agrees to mail appropriate printed matter, bearing the purchaser's name and address, to one hundred heads of families within buying distance of his store, the names and addresses to be furnished by the purchaser by mail within fifteen days from the date of shipment, or the vendors may, at their option, if the purchaser neglects to furnish names and addresses, obtain the same otherwise." The contract further provides that "the total price for above-named piano, printed matter, electrotype, mailing circulars, advertising service and other benefits herein mentioned is \$278."

Included in the literature or advertising matter furnished or distributed by the plaintiff was a circular with a cut of a piano and the defendant's name, business and address thereon, on which it was stated, "You can get one of these instruments free, and your friends and neighbors will help you. One will be given away to the person or organization holding the largest amount of cash coupons. With each cash purchase made of the defendant, a certificate will be given, when the final count on August 13, 1910, will decide who gets the piano.

Get busy now and enlist your friends in your behalf."

The piano was awarded to the person who succeeded in getting together and presenting on August 13th the largest amount in face value of cash coupons or certificates. Others got nothing. The question was whether awarding prizes in this manner was "the distribution of prizes by lot or chance." The piano company claimed that there was no chance about it; that the contestants worked for their cash coupons, and the winner was the one holding the largest number. In other words, the distribution was based on actual expenditures, or on skill, or on efficiency, not on lot or chance. This would appear to be thoroughly logical, otherwise every election and every contest of any character would appear to be a lottery, nevertheless the court decided otherwise. I have obtained a copy of the opinion and here present extracts from it, that the court's reasoning and attitude may be made clear:—

In order to constitute a lottery there must be a prize and a method of disposing of it by chance, or in some uncertain way involving an absence of means of calculating results. The method here adopted involved only those who managed it and those who contested for the prize. It was that of gathering cash coupons and presenting them to the defendant on August 13, 1910. It was anticipated that a number of different persons would engage in this work. The one securing the largest amount in face value of such coupons was entitled to the piano. The others received nothing for their labor, anxiety and services. Each, it may be assumed, was to be ignorant as to the amounts others might secure, and there was no means by which such information could be ascertained in advance by any fair administration of the scheme. Between thus devoting time and labor to securing a chance and winning the prize and paying a definite cash price therefor, there is in principle no difference. The fortunate one secures that which it out of all proportion to the amount in cash or labor invested. All others receive nothing

and lose their cash or the value of their services. The dealer profits by his increased sales, resulting from the strife of those contending for the prize, and out of such profits he pays for the prize which the winner secures, and retains the surplus profits. In its essence and results, as affecting all who participate herein, it is not different from a direct drawing, the turning of a wheel or any of the numerous other schemes commonly recognized as being clearly prohibited by law. The proper test is whether or not there is any inequality whatever in the prizes or in the standing of those among whom they are to be distributed: *Dunn vs. People*, 40 Ill. 465; *Randle vs. State*, 42 Texas, 580; *Bell vs. State*, 37 Tenn., 507.

If it be said that the awarding of the prize is not entirely determined by chance, a sufficient reply is that it is not necessary that it should be. As was said of the schemes considered in *People vs. Lavin*, 71 N. E. Repr. 753, if the dominating factor in the awarding of the prize is chance, it is distribution by chance; or if, as held in *Public Clearing House vs. Coyne*, 194 U. S. 497, the amount of return depends largely upon conditions which the contestant is unable to control, it fulfills all the conditions of distribution by chance. Even where an element of certainty goes hand in hand with the element of lot or chance in an enterprise offering prizes, the former element does not destroy the existence or effect of the latter.

The dominating factor in the award here, assuming the scheme to be fairly conducted, was necessarily chance. With a number of contestants and a much larger number of purchasers receiving the cash coupons at the store, no one would be able to control the result. If it could, or was intended to be so controlled, it was a fraud and wrong upon every contestant who believed and assumed otherwise.

The evil of all such schemes is that they promote a gambling spirit and inspire a desire and hope to realize much by the hazarding of a little, and lead to more pernicious gambling. "Anything which induces men to risk their money or property without any other hope of return than to get for nothing any given amount from another is gambling and demoralizing to the community, no matter by what name it may be called": *Brua's Appeal*, 55 Pa., 294. Risking time, labor and services are not different from risking money or property.

The conclusion is reached, therefore, that the scheme in question was unlawful and a species of gambling and lottery.

I confess there are depths of reasoning here that I cannot understand or follow. It seems to me as if the award of a piano to the customer collecting the largest number of coupons was purely an award of merit, and involved no chance whatever, except the chance of who would happen to get the largest number. That is not a chance like the blindfolded selection of a card, or the turn of dice; rather is merely the same uncertainty that marks every future event.

However, what I think about is after all not so important. The



vision is important to every business man, as showing the tendency of the courts to call every business scheme a lottery that they can possibly squeeze inside the law. The point should be kept in mind in dealing with the numerous plans for increasing business which are constantly being presented to merchants of all grades and classes.

(Copyright, January, 1913, by Elton J. Buckley.)

Question: \* \* \*, Pa.—On November 26, 1912, I signed a contract and paid \$10 on account to Hobart Electric Manufacturing Co. for coffee machine for \$125. The salesman promised quick delivery (but gave no written promise). Machine did not arrive, and circumstances arising compelled me to countermand. My receipt says I agree not to countermand. Must I accept this machine when it comes?

Answer.—This correspondent closes a letter received by him from the Hobart Electric Co. in which they make the following explanation of the delay. The letter is dated December 28th:—

We are in receipt of your letter asking that we cancel contract you entered into with our Mr. Roth for No. 26 Hobart electric coffee mill, inasmuch as we have delayed so long in making delivery.

We accepted your contract in all good faith and you will please understand that our contracts are not written subject to cancellation or countermand. We made shipment of this mill to you in care of our Mr. Rosenthal, of your city, on the 11th inst. The delay in delivery is without doubt due to the car shortage that is prevalent over the country. We are to-day placing urgent wire tracer after this shipment and have written Mr. Rosenthal to

be on the lookout for this mill, and we trust that we will be able to effect prompt delivery. You will please arrange to accept this mill when presented to you for delivery, and install for continuous service.

In my judgment, if you bought this machine upon an arrangement that comprehended quick delivery, you have a good reason for refusing to take it when more than a month elapses and still delivery is not made.

"Quick delivery" is a rather indefinite term and perhaps would not be held by the courts as meaning any more than delivery within a reasonable time.

You signed the contract November 26th, and the machine has not been delivered to you on January 2d. I would consider that the reasonable time had passed and that you had a right to refuse on the ground that the seller had violated his contract. If this reasoning is good, it follows that you would have a right to demand the return of your money.

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."



## Aunt Em'ly Looks Back

"Times have changed. Nobody can have better times than we used to have, but I must say folks nowadays have better things to eat and less work preparing them. Think of making up a

# JELL-O

dessert in a minute! I tell Helen and the girls it seems like play."

The Jell-O idea has enchanted woman generally, for not only are Jell-O desserts produced as if by magic, but they are as delicious as dishes that require an hour for making.

Needless to say the grocer whose stock is made up chiefly of goods that are popular with women, is the successful grocer.

THE GENESEE PURE FOOD CO.,  
Le Roy, N. Y.

The name JELL-O is on every package in big red letters. If it isn't there, it isn't JELL-O.

## Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s  
Department Food Stores, Dover, N. J.

Salt Mackerel In a Show Case.—Go up stairs and get hold of the worst looking show case you used in the store last summer to keep the flies off stuff. Shine it up. Completely fill the bottom with No. 4 salt mackerel, mark them 5 cents each, and set the whole business out doors, either front of the entrance or under one of the windows—wherever you have

the most room. Garnish the show up with spinach or parsley or even cabbage leaves. Do this and you'll sell mackerel. This idea is in line with what we wrote some time ago about putting goods in "odd places."

\* \* \*

Egg Day.—At this writing the drop in eggs has come—you might say drop number two, but

very likely it has come to stay. Have an "Egg Day." A big straw nest in the window looks good. Ask the boss if he won't allow you to mark them a cent a dozen over first cost—just for a flyer and just for a day. It's cheap advertising at that. It will create a merry time and it will start a few hundred women talking about you.

\* \* \*

"Speaking" of Talking About You.—A man is a successful advertiser when he makes people talk about his store—favorable talk of course. As soon as you make up your mind to do things that are talk-makers and do them not once or twice but week in and week out, you're cementing a pretty solid road to success.

The great trouble with you clerks is that you hold back. You

don't cultivate initiative, you leave all the thinking and all original schemes to the boss or the manager; whereas one of these men would gladly welcome your suggestions. Whether they welcome them or not spring them and get them out of your system. The day will come when you can execute them yourself.

A few years ago a restless clerk "pestered" his mossy manager about the store's monotonous display. The mossy manager couldn't see it but he kept at him just the same till the proprietor got wind of it and told the clerk to "go ahead and let's see what you can do." To-day he is manager and acting on the suggestions of his former clerk mates.

In one of Lord Chesterfield's letters to his son he said: "Advice is seldom welcome and those that



want it the most always like it the least."

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**Test Your Weights.**—If you have in the store a perfectly accurate computing scale it is easy to test your iron weights. Those that are a shade off one way or the other should be put aside for the scaler. Such an act shows this gentleman that you are working in conjunction with him besides giving you the assurance that you are dealing justly with employer and customer.

Scales, too, should be looked after; these you can adjust yourself. Always remember that the best of even balance scales get out of balance through the carelessness of the cleaner in changing scoops or in allowing the lead to drop out of the weight side.

### AMONG THE TRADE.

The annual election of officers of the Grocers and Importers' Exchange was held on Wednesday in the Bourse. Those chosen to fill the official positions for the ensuing year are: President, Chas. D. Joyce; vice-presidents, Herman Schwacke, H. G. Flint; treasurer, Robert Comly; secretary, John E. Poore; directors, H. H. Brown, H. A. Daily, N. J. Schmucker, J. P. Warner, William C. Halpen, Jr., William J. McCahan, H. C. MacKenzie, H. G. Peddle, H. L. Trimble.

The receiver of the bankrupt estate of the Southwestern Grocery Co., which conducted a retail grocery store at 2022 South street, Philadelphia, Pa., reports that the affair is one of the filthiest, for various reasons, that he has ever been connected with. He says the store itself was so dirty that he felt like being disinfected after he came out of it. The firm's "books" consisted of a mass of dirty memoranda and bills.

TELL YOUR CUSTOMERS THAT

### RAE'S Lucca Olive Oil

is the product of perfectly sound, ripe, freshly picked, freshly crushed and pressed olives, grown in Tuscany, Italy, the one place in the world where the olive reaches perfection. You will not only please them but you will build up a splendid trade on Lucca Oil at a good profit. Prices in Prices Current.

**H. Kellogg & Sons**  
Philadelphia

## THE STROLLER'S COLUMN



### The Born \$9 Man.

Ain't it funny how the Lord'll put people into the world with some one big thing left out?

Sometimes it's decency, sometimes it's a brain, sometimes it's the little spring that keeps 'em from turning things right no matter how hard they work, and sometimes it's the thing that makes people want to get ahead. I suppose the right thing to call that last is ambition.

Ain't you often seen fellows that were all to the good in every way, except that they didn't care a ding whether they got ahead or not? Satisfied to the limit with what they had so long as it gave 'em three meals and a place to sleep.

Somehow people like that always stop short of being bums. They always seem to have just enough to get along on.

The first customer I called on in the new year put this thing up to me. He has a clerk that he's been trying to make something out of for two years. He ain't done it and he never will, for there ain't any use watering a plant when there ain't any plant. Get me?

"I don't know what to make of Charlie," he said to me. "He's an elegant fellow, as clean and decent a chap as I ever saw. And he's a good clerk. Does everything I tell him the best he can. But he has never yet, in all the two years he's been here, asked me one question about the business, and he don't seem to have the slightest desire to know anything about it. I take four trade papers—they're here for the clerks to read; Charlie never picks up one. I've said to him a hundred times 'if you'd only ask me some questions once in a while I'd have more hopes that you'd learn the business.' But as I say, he's a good clerk, for what he does, but he just does the same

old routine day after day, without a care for anything. I took him because he had nowhere else to go; he hasn't any people, and lives by himself."

"What do you pay him?" I asked.

"Nine dollars a week."

"Is that any more than he got when he came?"

"Just the same. He isn't worth any more. I've called him in several times and told him I'd pay him more if he'd only wake up and take an interest, but it never came to anything."

"I'll tell you what ails Charlie," I said. "You can't faze me with a thing like that, you know." "He ain't in his element here. He ought to be an engineer or a doctor."

"That's what I used to think," he said, "but there's nothing in it. I've talked with him about that, and as near as I can see the boy hasn't a thought in the world but to stay on here and make his \$9 a week."

I had to come back to the store after dinner and the boss wasn't in. Trade was slack and I hobbled with Charlie a bit.

"Well old man, how goes it?" I said.

"All right," he said.

"D'ye like this business?" I asked him.

"Oh, it's all right—good as anything. I've got to get a living out of something."

"What's the boss paying you?" "Nine."

"How old are you?"

"Twenty-four yesterday." The kid had an awful cheerful grin.

"Well, by George, oughtn't you to be pulling more money out than that?" I said. "Are you getting ahead as fast as you ought to?"

"Oh I'm all right," he said. "I can live on \$9. I don't keep any automobiles."

"But what about getting married some time?"

"Not for me," he said. "I ain't going to get into anything like that. I'm all right as I am. I get enough for board and clothes and I don't have to worry."

See? Just a born \$9 man. Ain't it tough? But is it so tough, when you think about it? Somebody's got to do the \$9 jobs. The kid's as happy as a bumblebee on a bald head—why should anybody get worked up over him? Tell you the truth, I ain't sure he ain't a heap better off than I am, with so much money I don't know where it's half the time.

Now I'll tell you what'll happen there. Either that boy will see a girl that looks good to him sometime, and want to marry her, and then wake up sudden and try to make a big splash all at once, or he'll live out the rest of his life quiet with a \$9 or \$10 limit always having enough to live on in his way, and never worrying about a blame thing from morning till night.

You know these skirts—they have a way of making things look sort of different. "I'm never going to get married" is all right till you want to, and then it's all off. Lord love you, I'd marry 'em all if I could. As I can't, I only promise to.

After a while the boss came back and I talked a little more about Charlie with him.

"By the way, is he worth \$9 to you?" I asked.

"Oh, yes, I guess he earns that much."

"And you'd always be glad to keep him on at that?"

"Why yes, if he goes on as he is now," he said.

There it is, you see. A born \$9 man, with a \$9 job cut out for him as long as he lives.

THE STROLLER.





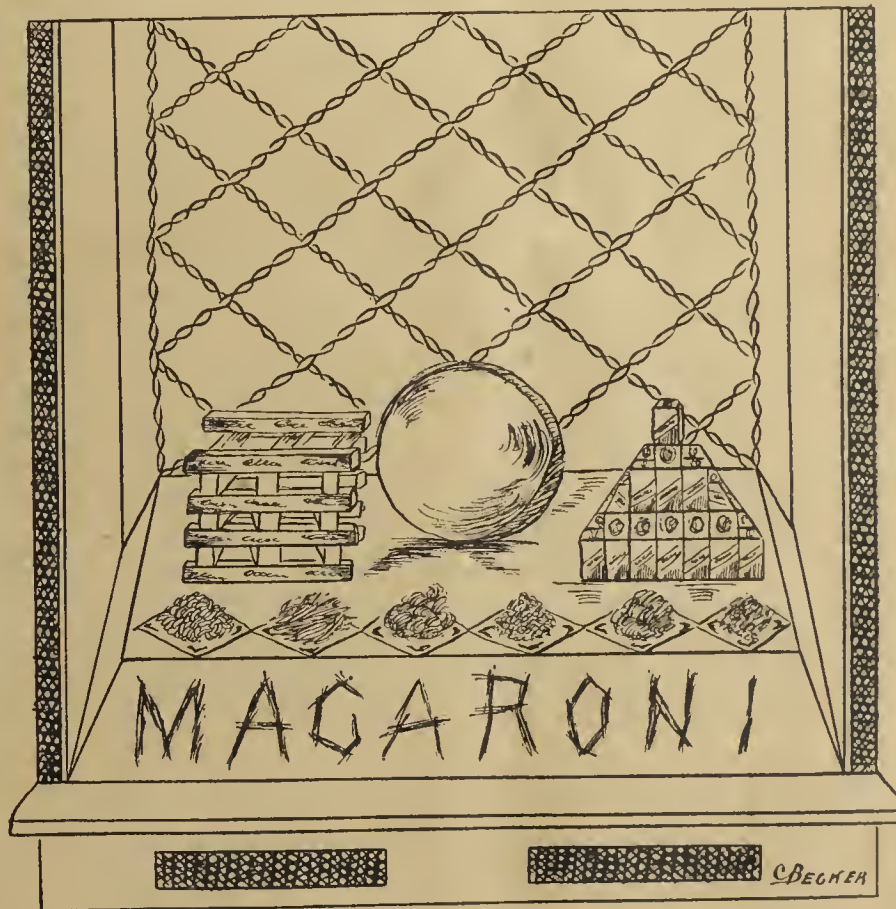
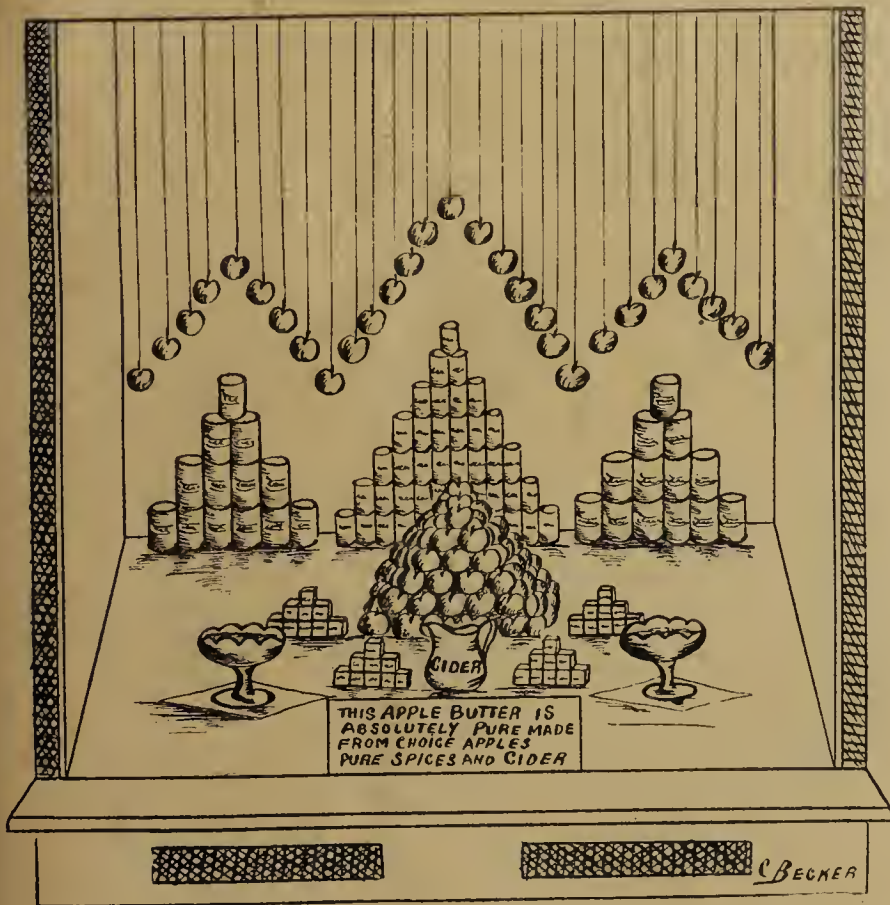
### Apple Butter Display.

Apple butter is selling very well just now. But why not double sales by having a neat and attractive window display of it? To arrange, first cover the bottom of the window with a nice shade of green crepe paper. In the centre, in front, place a neat sign card with lettering like in cut. Back of it place a large white pitcher with the word "Cider" on it. The lettering is done with a fine camel's hair brush and Sunpaste stove polish will answer for paint. At each side of the pitcher place small pyramids of spices, such as cloves, allspice and

short, as in illustration—to hang directly over the pyramids of cans. Cover the whole back of the window with the green crepe paper; this shows up the suspended apples fine.

### Macaroni Display.

This display of macaroni is fine, especially when the Italian colors are used. To arrange this window, first make a platform in the centre and run a slant front and sides to the bottom of the window. This can be made with boards from boxes. The slant and platform made,



On white paper napkins, at each side of the window, place a dish containing some of the loose apple butter. In the centre of the window build a large pyramid of choice apples, the larger the better and especially if they are red. Polish every apple with a piece of flannel cloth, as it makes them look better. Along the rear of the window build pyramids of canned apple butter—a brand that is guaranteed pure. Along the top of the window, at the rear, place tacks about three inches apart and fasten a long green thread to each one; the thread should be exactly the same shade as the green crepe paper. At the end of each thread fasten a nice, large apple—make some long and

cover the slant in front and at the sides with green crepe paper. In front make the name, "Macaroni," of the long kind. The letters can be held in position with a few pins pushed into the wood slanting. Cover the platform with white crepe paper and along the front place some white paper napkins, on which display all kinds of macaroni. In the centre, towards the rear a little, place a large skinned cheese, and at each side place a pyramid of the packages of the long and elbow macaroni. At the rear cover the window with three-inch twisted strips of red crepe paper. This makes the third color. If the window is small the paper strips at the rear should be only about two inches wide.

### New Patents and Trade-marks in the Grocery Line.

Messrs. Davis & Davis, Washington Patent Attorneys, report, this week, the grant of the following patents:—

Washington, D. C., Dec. 17, 1912.  
1,047,256. Baker's pan. E. F. and H. A. Lockwood, Bellevue, Ky.

1,047,402. Percolator. I. and S. Geffer, Meriden, Conn.  
1,047,492. Measuring apparatus for liquids. A. Bowser, Fort Wayne, Ind.  
1,047,760. Manufactures of a fish food. J. Davidson, Wick, Scotland.  
1,048,446. Automatic package filler and weigher. J. P. Curry, New York, N. Y.

1,048,159. Advertising device. C. A. Hibsman, Springfield, Ohio.  
1,048,354. Display stand. E. E. Schmitt, St. Louis, Mo.

TRADE-MARKS PUBLISHED FOR OPPOSITION.

Ser. No. 64,856. "Trixie" for bread. Fisher & Seiler, Peru, Ind.

Ser. No. 64,755. "Daytone" for canned vegetables. The Fuller Canning Co., Cleveland, Ohio.

Ser. No. 65,066. "Every-Day" for canned vegetables. The Wayland Canning Co., Wayland, N. Y.

Ser. No. 64,676. "Aragon" for peanut butter and coffee. J. W. Harrison, Richmond, Va.



## WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

### FOR SALE.

**FOR SALE.**—New American Cash Register, cost \$135, will sell at a very low figure. Also 20 cases of canned goods, peas, tomatoes, syrups, etc. Will sell the lot very low to make quick sale. S. E. corner Simpson St. and Greenway Ave., West Phila. 3

**FOR SALE.**—Troemner Electric Coffee Mill for direct current, both for pulverizing and granulating. American Slicer in A1 condition. Also Dayton Computing Scales and a rebuilt No. 18 Star Coffee Mill. All at one-half price. Guaranteed to be in good condition. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 1f

**FOR SALE.**—Stock and fixtures of an old established grocery store. Will sell for \$1,150, if sold at once. Rent \$11 per month. 5113 Lancaster Ave., West Philadelphia, Pa. 9

**FOR SALE.**—Stock, fixtures and property of a butcher and provision store doing a good business. Owner wishes to move to the country. To a quick buyer will sell for the low figure of \$8,500. Cor. Fifth and Twenty-third Sts., Philadelphia, Pa. 8

**FOR SALE.**—Stock and fixtures of a grocery and provision store. Has a good trade in cigars and tobacco. Would be a good place for fresh meats. Large, roomy house and cellar. Will sell to a quick buyer for \$1,200. Rent, \$35 per month. N. E. cor. Sixth and Porter Sts., Philadelphia, Pa. 8

**FOR SALE.**—Stock and fixtures of grocery and provision store. Would make good stand for fresh meats. Will sell at a low figure, \$675, if sold at once. Seven rooms and all conveniences. Rent, \$25 per month. Cor. Washington and Alden Sts., West Philadelphia, Pa. 8

**FOR SALE.**—Stock and fixtures of general store. All new, just recently put in. Located in the best business place of Slatington. Doing a nice business. Best of reasons for selling. Address P. O. Box 454, Slatington, Pa. 8

**FOR SALE.**—A John Wanamaker parcel delivery wagon, in perfect condition. Will sell at a low figure, \$110, or will exchange for a light weight wagon. 6217 Lancaster Ave., Overbrook Grocery Store, West Philadelphia, Pa. 4

**FOR SALE.**—Stock and fixtures of grocery, provision and fresh meats. Will sell at low figure, \$1,275, if sold at once. Corner Gratz and Dauphin Sts., Philadelphia, Pa. 4

**FOR SALE.**—General store property, together with a first-class, up-to-date stock of about \$3,000 worth of merchandise. The store is 30x60 feet, with a good front and basement whole size of building, with nice laid wall and a very nice suite of seven living rooms over the store. Store and living rooms are lighted with acetylene gas. The lot is one-half acre and there is a good sized

barn in good condition. The store alone cost \$3,000 to build twelve years ago, when lumber was much cheaper than now. This is located in a good farming community in a small town with only one small grocery as competition. There is a milk station, which is patronized by farmers of the surrounding country and brings them to town every morning the year around. Railroad station close by store. This is the right location for anyone who wishes to make money. Will take \$3,500 for real estate and stock at inventory. Reason for selling, other business. Address Fred G. Mix, R. F. D. No. 3, Owego, Tioga Co., New York. 5

**FOR SALE.**—Grocery, cigars and confectionery. Excellent stand for delicatessen. Ten rooms, all rented, at subway and elevated. Cause for sale, sickness. If sold now will sell for \$950. Apply B. W., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 9

**FOR SALE.**—Stock and fixtures of an old established corner grocery and provision store. Would do well with fresh meats. To a quick buyer will sell for \$850. Dwelling contains six rooms and bath, rent \$32 per month. Cor. Fifty-third St. and Westminster Ave., West Philadelphia. 5

**FOR SALE.**—120 light Springfield Gas Machine, complete, with mixer, etc. Out of business the only reason for selling. Frank Garrigues, Moorestown, N. J. 3

**FOR SALE.**—Stock and fixtures of an old corner grocery and provision store. Would do well with fresh meats and delicatessen. Will sell to a quick buyer for \$525. Rent, \$35 per month; 8 rooms. 1801 N. Twenty-seventh St., Philadelphia, Pa. 9

### SITUATION WANTED.

**WANTED.**—Young married man wants steady position as manager and clerk in cut price chain store. Best reference. Address R. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 3

### The One Pure Sugar Syrup

Lyle's Golden Syrup—perfectly clear, a beautiful golden color, so neutral micro-organisms can't live in it. Absolutely free from preservatives. A product which every one keeps buying. If you want to please your trade tell them about it.

**28% PROFIT**

Sure sales and pleased customers.

**H. Kellogg & Sons**

Philadelphia

## If All Grocers

knew the increased profit to them in Fleischmann's Yeast, through the sale of flour and other groceries, there would be more interest taken in the sale of this household necessity. The use of Yeast requires the use of flour, et cetera. Women generally buy these articles where they buy Fleischmann's Yeast. Aside from this, there is a fair profit in Fleischmann's Yeast and absolutely no loss.

Think it over you who are looking for increased business.

**The Fleischmann Co.**

## PATENTS

and Trade-marks procured promptly and properly in all countries.

**Davis & Davis, Washington, D. C.**

## MANY GROCERS

Find it pays them to read the "good stuff" in

**The Advertising World**  
Columbus, Ohio

Sample free, or four months' trial for 10 cents



## Wait a Minute!

If you want a cereal that will sell and resell, that the manufacturer guarantees no matter whose hands it is in, that pays a good profit, and is altogether different from other cereals, then **you want Wheatena.**

The hearts of selected wheat, treated in our own way. Delicious, and above all, *salable*.

**The Wheatena Co., Rahway, N. J.**

Member of the American Specialty Manufacturers' Association

## Why Don't YOU



use them? Even if you do not want them generally you have a lot of troublesome customers whose accounts would be taken care of automatically if you had our

## Indexed Coupon Books

Try a hundred. It will be the best investment you ever made. Just as good for your mild mannered people. Best books made. Index makes them the most convenient. F. O. B. your nearest express office. Let us get together. Samples free.

**J. P. FORBES,** Forbes Building, Coshocton, Ohio

## The truly modern way

of washing is the **Fels-Naptha** way. No boiling to weaken the fibre; no hard rubbing to wear and tear. Work saved, time saved, fuel saved; clothes cleaner.





Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

## General Merchant

Entered at the Philadelphia Post-Office as Second-class Matter.

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No. 3.



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and general merchants.

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DAVID EZEKIEL,  
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## "Canned Goods Week" Campaign Launched Locally by Luncheon

**Representatives of Packers, Jobbers, Retailers and Brokers  
Meet to Lay Plans for One Week's Strong Concentration on  
Business of Canned Goods Selling. Central Committee  
Appeals to Retailers.**

To formally launch locally the Canned Goods Week campaign, a luncheon was held at Kugler's Restaurant, last Wednesday, participated in by all classes of the trade—canned goods packers, canned goods brokers, wholesale grocers, retail grocers, chain stores, and representatives of all the large associations covering these lines. The lunch was held at 12.30 and about 75 men were present.

Robert G. Bursk, of Howell & Bursk, local wholesale grocers, and president of the Tri-State Wholesale Grocers' Association, presided, and called on representatives of the different lines for their views on the subject. Samuel Haserot, chairman of the Publicity Committee of the National Canners' Association, said that Canned Goods Week was a plan to concentrate the attention of all classes of the trade for one week upon the business of selling canned goods. He answered several questions on different phases of the subject.

Frank M. Gorrell, secretary of the National Canners' Association, spoke along the same line. He also told what the canning industry was doing to refute the sensational newspaper statements made by Mary Boyle O'Reilly about alleged filthy conditions in New York State canneries, and said that he had personally appeared before the Congressional Committee appointed to investigate canned goods conditions, and offered the aid of the National Association in probing the matter to the bottom. Canned Goods Week, he suggested, would be the best refutation possible.

Many wholesale and retail grocers as well as canned goods brokers, were present. Meredith T. James, of T. A. James & Co., Brokers, said his firm always had tried to further the sale of canned goods and would continue to do so.

Thomas C. Martindale said that a number of the larger retailers issued little store papers and probably would be glad to publish some canned goods matter if it could be furnished to them. It was moved

that the committee in charge do that.

Secretary Reno Schoch, of the Philadelphia Retail Grocers' Association and Girard Grocery Co., said he believed that one week's work was not sufficient to get the proper results. He said his organizations from now on would push canned goods, making Canned Goods Week a climax.

John S. Engart, secretary of Mitchell, Fletcher & Co., said he thought the proper way to get at the matter was to interest the salesmen.

At the end of the meeting it was decided to appoint an executive committee to see that all the literature issued by the central committee gets into the proper hands. This committee has not yet been chosen. The committee in charge of the luncheon was as follows: Robert G. Bursk, chairman, Howell & Bursk; Robert Comly, Comly & Flanigen; Thomas Roberts, Jr., Thos. Roberts & Co.; John S. Engart, Mitchell, Fletcher & Co.; James Hewitt, H. Kellogg & Sons; Jas. F. Hallowell, T. A. James & Co.; A. M. Graves, secretary Pennsylvania, New Jersey and Delaware Wholesale Grocers' Association.

During the week an appeal has been issued to retail grocers everywhere by the National Association of Retail Grocers, the National Wholesale Grocers' Association, the Southern Wholesale Grocers' Association, the National Canners' Association, the National Canned Goods and Dried Fruit Brokers' Association, and the National Canned Foods Week Committee. The request is that the retailers lend themselves to "the canned goods week," which is to be held in all parts of the United States from the first week in April, 1913 (March 31st to April 6th), for the purpose of booming the sale of all varieties of canned goods. The appeal of the joint interests is as follows:

Four great commercial organizations have agreed to co-operate to make the first week in April 1913 (March 31st to April 6th), memora-

ble in the history of the canned foods industry, as "Canned Foods Week," and probably to repeat the effort each year afterward.

The organizations referred to are: The National Association of Retail Grocers, the National Wholesale Grocers' Association, the Southern Wholesale Grocers' Association, the National Canners' Association, the National Canned Foods and Dried Fruit Brokers' Association.

The canners and wholesale grocers have raised a fund to pay the expenses of the effort and with which to do advertising, and this committee just previous to "Canned Foods Week" will advertise extensively in the daily papers to consumers, and in other ways to help retail grocers to sell canned foods and create an active interest on the part of the general public. Will you avail yourself of this help and quadruple your regular sale of canned foods during the first week in April? If you do not, other retailers will profit by your failure to do so.

It is estimated that the sale of canned foods is about one-fourth a retail grocer's business, more in some localities, less in others, and the line pays a fair percentage of profit.

The consumption of canned foods in the United States at present is only about twenty-five cans per capita per annum, or about two cans per person each month, a very small quantity indeed.

If this use of canned foods could be increased to two cans each week for each person, the business would be quadrupled, and it can easily be done.

You ask how? And we answer that you retail grocers are the autocrats of the public appetite. You set the style in eating, and all that is necessary to be done in order to quadruple your sales of canned foods is to establish canned foods in the public confidence and their merit and economy will do the rest.

There are a great many housekeepers who do not think well of canned foods, not because of what they know about them, but because of what they don't know about them.

Don't wait for "Canned Foods Week" to arrive, but begin now and be sure to join in the general effort in the week March 31 to April 6, 1913. Do these things and you can do them with but little additional expense, none scarcely, viz.:

First.—Ask your wholesale grocer to get you a copy of designs for window and counter display. This committee will furnish wholesalers with such designs for distribution.

Make a handsome window display, a handsome counter display and a tasteful shelf display of canned foods during "Canned Foods Week," March 31 to April 6, 1913.

Second.—Begin now and keep it up until April 6th, and afterward, to push and urge the sale of canned foods by the case and dozen or in assorted cases, instead of by the can. Induce your customers to keep a good supply in their pantries.

Explain to them how convenient canned foods are to have on hand and that they will keep for years without spoiling. Tell them that nothing is used in packing canned foods except heat, just plain steam heat, the fresh food being cooked in the cans, and that modern canneries are more sanitary than a dainty woman's kitchen, which is the truth.

Explain that the contents of the cans are largely handled by auto-

matic machinery, and that cleanliness, freshness and natural flavor is what canners constantly strive to secure, and that canned foods being perfectly protected from dust, dirt, odors and decay by being hermetically sealed in an air-tight tin can, are most wholesome food.

Third.—If you do any advertising in your local papers use it previously to and during "Canned Foods Week" to attract attention to your stock in that line. Induce your local paper in which you advertise to print some entertaining, interesting and instructive articles in relation to canned foods, their economy, wholesomeness and convenience.

Write to this committee for such articles and they will be mailed to you promptly. Read the leaflets we send you through your wholesale grocer for general information about canned foods. Get your sales people to read such literature carefully so that they can talk canned foods convincingly to consumers.

Fourth.—You probably have a retail grocers' association in your city, and no doubt belong to it. Go to the next meeting and get the association to indorse "National Canned Foods Week" and get all members to co-operate in making it a big success.

Fifth.—You doubtless sell goods to some hotels, restaurants, public institutions, boarding houses, etc. Induce them to put on a canned foods bill of fare or menu during the first week in April, 1913, and to head the bill of fare "National Canned Foods Week," and sell them a supply to back up the bill of fare.

Sixth.—Call up the secretaries and presidents of your women's clubs, either civic or domestic or church or social, and get the club to invite you to deliver a brief public welfare lecture on canned foods at its next meeting. You will be surprised to know how easy it is to so arrange and what deep interest the women take in such practical subjects. Arrange to cut samples of canned foods at your store Monday of "Canned Foods Week" and invite women's clubs to be present and sample them.

Seventh.—Join us heartily in this movement. Let us educate the people as to canned foods. Let us drive away the mists of ignorance and prejudice which surround and mislead many people toward such foods.

We do not ask you to push any especial brand of canned foods. Just push any brand you have found satisfactory. You will not only be serving and promoting your own business interests in doing so, but you will be fulfilling the mission which is yours, that of a guide and friend to the public appetite, health and welfare, for canned foods are meritorious, economical, wholesome and enjoyable. An increase in the use of canned foods is a sure guide to "the low cost of good living."

Yours very truly,

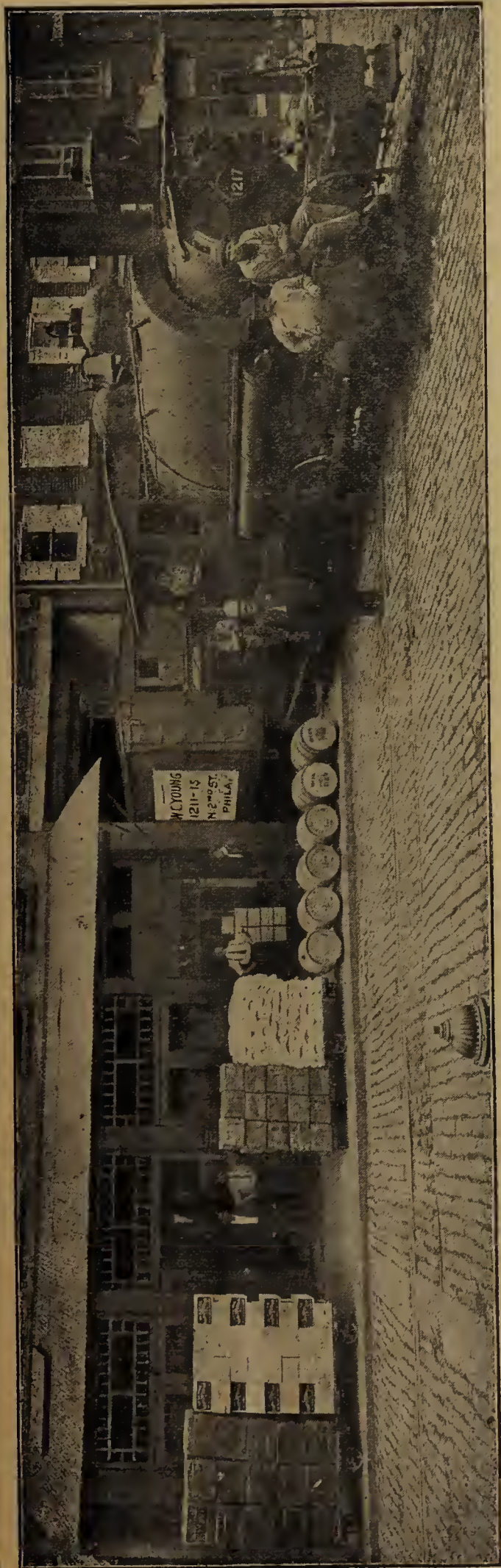
THE NATIONAL ASSOCIATION OF RETAIL GROCERS,  
THE NATIONAL WHOLESALE GROCERS' ASSOCIATION,  
THE SOUTHERN WHOLESALE GROCERS' ASSOCIATION,  
THE NATIONAL CANNERS' ASSOCIATION,  
THE NATIONAL CANNED GOODS AND DRIED FRUIT BROKERS' ASSOCIATION,

As represented by  
THE NATIONAL CANNED GOODS WEEK COMMITTEE,  
J. A. Lee, Managing Director,  
1517 Masonic Temple, Chicago, Ill.



# THE Quality Cash Wholesale Grocery Warehouse

Nos. 1211-13-15 NORTH SECOND ST., PHILADELPHIA, PA.



This cut does not give the full size, but some idea of the warehouse at your service for your wholesale supply house. The building was planned to handle goods in the best possible way and is large and well lighted, with a large ventilated cemented cellar, which is often whitewashed, floor, walls and ceiling, to keep it in the most sanitary and cleanly condition possible. The building is equipped with all modern conveniences for handling goods and has its own railroad siding. Any time you are in town will be pleased to have you make this place your headquarters, a special clerk will look after any mail or telegrams sent you while you are here.

Full Size No. 3 Baked Beans, in tomato sauce, per doz. . . . . \$0.90

Quality shows in this medium-priced line, and they equal many brands sold at \$1.05 to \$1.10 per dozen. They are packed from best domestic stock with a very good tomato sauce.

Five-cent Threaded Fish, full size cartons, 2 doz. to the box, per doz. . . . . .35

Good Corner Scrubs, well made, 3 doz. lots, per doz. . . . . .60

These are full standard 10-cent brushes.

Sal Soda, 375 barrels, per 100 lbs. . . . .62½

Good Cold Packed Standard Tomatoes, in 5-case lots or over, per doz., net . . . .85

Matchless brand.

Nutmegs, in 5-lb. lots or over, 105 to 110s, per lb. . . . . .17

Best New No. 3 Barley, 100-lb. bags . . . .2.25

Good Candles, full weight guaranteed, will stand through warm weather, 480 candles . . . . .2.35

Lightweight Candles, these will give satisfaction during cooler weather, but will not stand up in the hot summer months, 480 candles per box, per box . .1.48

A Special Price on Campbell's Baked Beans in 5-case lots or over; can't quote it here; will advise you by return mail on receipt of your inquiry.

Bamboo Handle Brooms, tied in half doz., a splendid lightweight broom, made of best Illinois stock, every broom guaranteed, per doz. . . . .3.30

The 500s Matches at \$3.30 per gross are double-dipped; the heads will not fly when struck; they are honestly made and will average in count, 500, and are full length sticks. Many of the matches sold as 500s don't count over 420 and the sticks are ¼-inch short. The freight on these will be returned to you if you don't like them.

Sugar sold at refiners' lowest wholesale prices less one per cent. on date order received.

Send cash with order or reference, and goods will be shipped and you can mail check after you have received goods. The business of prompt paying trade solicited.

Prices guaranteed on the entire line.

## William C. Young



## Congress Likely to Reduce But Not Remove Sugar Tariff

**Will Likely be Reduced Enough to Affect Price of Refined in this Country. Ways and Means Committee Hears Witnesses Who Respectively Want Free Sugar, a Modified Tariff and the Present Tariff Left Untouched.**

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

January 17, 1913.

Great interest is expressed here as to what Congress will do with the sugar tariff. The House Committee on Ways and Means, as is known, is hearing testimony on various articles as to which the tariff duties will likely be changed, and some testimony on sugar was heard on Wednesday last. The Democratic members of Congress, some of them, at least, want free sugar, and a bill for free sugar is now pending. This would reduce the price in this country probably two cents per pound. Others want a modified tariff, which would probably have some effect on the price, while the domestic beet sugar interests want the tariff left as it is. It is regarded as certain here that the sugar tariff will be materially reduced but not removed entirely.

At Wednesday's hearing, some of the leading men in the sugar industry were present. Edwin H. Atkins, vice-president and acting head of the American Sugar Refining Co., proposed a moderate reduction in the sugar tariff. Henry T. Oxnard, of California, and a dozen witnesses from California, Colorado, Montana, Wisconsin, Michigan and other States were present to fight for tariff protection for American beet sugar interests. R. E. Milling, of Franklin, La., pleaded for tariff bars to avert the death knell of the sugar industry of that State.

Former Governor B. M. Fernald, of Maine, speaking for 75 per cent. of the canning industry of the country, advocated either free sugar or a reduced rate, while Arbuckle Brothers, of Brooklyn, through William A. Jamison, and the Federal Sugar Refining Co., through Frank C. Lowrey, asked for free sugar.

At the outset of the hearing the American Sugar Refining Co. went on record in favor of a reduced tariff upon sugar, retention of the

small differential duty upon refined sugar, "if protection is to be accorded to any industry, and continuance of the present color standard of the most practicable distinction between raw and refined sugars for customs house classifications." It opposed the abolition of all duty upon sugar on the ground that it would destroy at once one of the largest sources of revenue. Edwin F. Atkins, vice-president and acting head of the company, who was accompanied by several other officials, contended that abolition of all duty on all sugar would cause the termination of the Cuban reciprocity treaty under which Cuban sugars get a preferential rate of 20 per cent., and Cuba gives preferential rates of 20 to 40 per cent. upon goods coming from the United States. He also declared that free sugar would open the United States markets to the importation of refined beet sugars from Europe upon the same terms as raw sugars, in competition with domestic refined.

Free sugars, while present production is maintained, according to Mr. Atkins, would drop prices here so low as to destroy the Louisiana industry and the beet sugar industry, particularly east of the Mississippi River; would depress Porto Rican and Philippine sugars far below their production cost, and make Hawaiian production unprofitable, thus largely curtailing our present sources of supply. Once this production is so reduced foreign prices would advance until domestic producers could again enter the field, and meanwhile disaster would be widespread and consumers would get but a temporary benefit.

James H. Post, president of the National Sugar Refining Co., of New Jersey, opposed free sugar.

R. E. Milling, of Franklin, Pa., testified that the Louisiana sugar industry had no connection with the American Sugar Refining Co.

Frank C. Lowrey, of New York, who also represented a committee of wholesale grocers, contended

that whether sugar were placed on the free list or not, a countervailing duty clause should be enacted similar to that in the present tariff law. He suggested consideration of a consumption tax as a strictly revenue measure.

In opposition to free sugar, Francis K. Carey, of Baltimore, president of the National Sugar Securities Co. and vice-president of the National Sugar Manufacturing Co., of Colorado, warned the committee against "throwing beet sugar like a bone to hungry dogs." He declared that sugar had never been "anything but the football of American politics" and urged that a non-partisan commission be appointed to consider the economic feature of the sugar tariff question.

T. G. Palmer, of Chicago, urged the committee to make a rate of 2 cents a pound on raw sugar, or to leave the tariff as it stands. He said that 97 per cent. of all the beets grown in this country were raised by 75,000 or 100,000 independent farmers, all of whom were directly interested in the tariff.

House Democrats claim that placing sugar on the free list may save American consumers \$115,000,000 annually, while the Republicans, charging that free sugar would surrender an important industry to foreign importers, assert that it would deprive the Government of more than \$52,000,000 revenue.

The tariff on sugar now amounts to about 2½ cents a pound, say the Democrats in basing their estimate of the effect of the free sugar proposition. The House leaders are not sure of free sugar in the Senate.

HOLT.

Written for the "Grocery World and General Merchant."

### Telling the Public the Grocer's Side.

**Western Subscriber, Inspired by "Mis-statements of Mrs. Derr," Urges Great Need of Getting News of Grocers' Position Before Public. Believes Associations Should Do It.**

I have been a very close reader of the editorials in the "Grocery World and General Merchant" ever since becoming a subscriber, and have often wondered just how much good some of your articles did, for instance such articles as the "Mis-statements of Mrs. Derr" in your January 13th issue. Mrs. Derr's article was undoubtedly published in the newspaper and as a

result made a decided impression upon the subscribers of that newspaper and worked against the retail dealers in Philadelphia.

Your comments on this article went only to the dealers who of course are interested, but the information given in your comment could hardly get through to the general public where it should have gone.

Is there not some way by which such information can be gotten into the columns of the local newspaper so that the harm which such mis-statements as Mrs. Derr has made can be corrected and the majority of the honest retail dealers be given due credit for their honesty?

It seems to me that it is high time for the associations throughout the country to get some movement on foot toward placing before the public through the proper medium their side of this question, for we can see where very soon, now that the parcels post is a reality, a great many of the dealers who are really doing an honest business at a very very narrow margin of profit are going to be put out of business entirely, through no fault of their own, except the lack of proper defensive and constructive publicity.

It is a lamentable fact that even though plans for promoting such publicity have been prepared and submitted to retail dealers through the proper sources that they have been somewhat slow to see the necessity for same. At least they have not gone into it to the extent of making even a trial campaign.

Perhaps your publication is doing something along this line not shown through the columns of your paper. If so, I would be glad to know what it is so that I may know whether anything at all is being accomplished in this direction.

A. D. SCHIEK,

Advertising Specialist.

Dubuque, Iowa,

January 13, 1913.

The writer has repeatedly urged that something like this be done systematically and as a matter of business; not casually, once in a while. Our suggestion has been that it be done through the local association.—ED.

**ELTON J. BUCKLEY**

Editor "Grocery World and General Merchant"

**Attorney and Counselor at Law**

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609  
Keystone, Race 746



tributed.

## California Court Makes Retailers Sell Chocolate at Price Manufacturer Fixes

California Chocolate Manufacturer Gets Injunction Forcing Retailers to Hold Fixed Price. Package Bore Notice that Goods Must be Resold at Certain Figure.

The Supreme Court of California, sitting in bank, has unanimously decided that the D. Ghirardelli chocolate manufacturers of San Francisco, Cal., were entitled to a permanent injunction against Unsicker & Ernst, retail grocers of San Francisco, who after purchasing a case of Ghirardelli's No. 6 tins of ground chocolate, upon which the manufacturer maintains a price of 30 cents each, displayed them in their window and advertised them at 25 cents. The Ghirardelli Co. had some one purchase at the cut price, secure a reprinted bill for the same, and then commenced suit to enjoin them from further cutting. The Superior Court issued a temporary injunction, later making it permanent. Unsicker & Ernst appealed the case to the California Supreme Court and the latter body has just upheld the issuing of the injunction. The decision is a lengthy one, in which the Supreme Court reviews nearly every case that would in any way effect this one. All through the decision it reaffirms its stand in the Grogan case wherein Grogan, an olive oil manufacturer, was awarded \$1,000 damages against a price-cutting retail grocer of Pasadena, Cal. The Ghirardelli decision also reviews the decision of the United States Supreme Court in the Miles medical case, it reviews the Sherman Anti-Trust act and California's Cartwright Anti-trust law, and claims that as long as the profit asked for by Ghirardelli was a "reasonable" one for the protection of the manufacturer, the jobber and the retailer, it was legal. And, inasmuch as Ghirardelli did not produce all of the ground chocolate sold in the State there was no restraint of trade. The court then went so far as to say that the sticker that Ghirardelli had pasted on the outside of the cases of goods for sale makes it mandatory for the jobber to exact from the retailer, when he sells them Ghirardelli's ground chocolate, an agreement to abide by the terms of the sticker on

the case, which the court has decided is an agreement between all parties.

And they go further and say the jobber is bound to exact from the retail purchaser the terms of this agreement, sticker on the case, when he sells him the goods. The wording of the sticker on the case is:—

### IMPORTANT NOTICE.

The goods contained in this case are sold on the express condition, made a part of the consideration of the sale whether same is made by the manufacturer or wholesaler, that the purchaser, if he retails them, will maintain our fixed retail price on these goods, and if he wholesales them he will do so subject to the same condition. The acceptance of these goods is an agreement to comply with this condition and a guarantee not to retail them, under any circumstances, for less than the established price.

Our fixed minimum retail price on Ghirardelli's ground chocolate for the Pacific coast is 30 cents for 1-lb. tins and 80 cents for 3-lb. tins.

D. GHIRARDELLI Co.

The decision was a unanimous one and leaves no further question in the minds of those who claimed that the retail selling price could not be maintained on goods distributed through jobbing channels. Everyone within the jurisdiction of the California Supreme Court is now bound to maintain the manufacturers' retail price, no matter from whom or how many persons they purchase the goods, as long as the sticker notice remains on the case.

This decision sets at rest once and for all the contention of the opponents of protected prices that goods handled through the jobber cannot be protected.

On behalf of our national committee on maintenance of the retail selling price, we have printed several hundred copies of this decision for distribution to those who may be interested.

F. B. CONNOLLY,  
Chairman National Committee on  
Maintenance of Retail Selling  
Price.

San Francisco, Cal.,

January 11, 1913.



MICHIGAN  
No. 6

\$75

## Michigan No. 6 Total Adder New—Efficient—Low Priced

This new modern total adding Michigan No. 6 Cash Register represents the utmost value and efficiency for the price.

It is the result of many years of cash register experience. It is designed and built by men who have always been recognized, even by competitors, as the foremost in their chosen work.

These men have placed within the reach of the smaller merchants a high grade total adding cash register at a remarkably low price.

The Michigan No. 6 Total Adder at \$75 meets the same requirements of other cash registers at nearly double the price.

It required several years of painstaking experimenting and the purchase of \$50,000 worth of special automatic machinery to produce such a machine as this and still sell it at such a reasonable figure.

Here, Mr. Merchant, is a *real* register which will insure you the protection to your business that you need.

You can't afford to be without this protection when such a cash register as the Michigan No. 6 is within your financial limit.

We agree with you that before this new efficient safeguard to your business was produced cash registers were too high priced—you really couldn't afford one.

Now, however, with this good and just reason removed, you can't help but see your way clear to owning a new Michigan No. 6 Total Adding Cash Register.

Our selling plan is simple and easily understood. The commissions of regular cash register salesmen make up a large part of the cost of other makes of cash registers.

We will sell you a Michigan No. 6 through your jobber or his salesmen when they call on you with their regular lines, thus saving you that large commission.

However, if they can't supply you, write us direct on the attached coupon for our new catalogue E 2 and we will be glad to send you any further information.

**MICHIGAN CASH  
REGISTER Co.**

Detroit, Mich.

GRO.  
WLD.

Michigan  
Cash Register  
Company  
Detroit, Michigan

Gentlemen: Please send me catalogue E 2 and prices of Michigan Cash Registers. My jobber's name is

Name .....

Address .....



## The New York Letter

**Valorization Coffee Secretly Sold Without Competition. Board of Appraisers Reverses Itself and Now Upholds Read Test for Artificial Color. Another Scheme to Lower Cost of Living. Talk of Removing Tariff on Butter, Eggs, Cheese and Meats. Market Summary.**

Special Correspondence of "Grocery World and General Merchant."

New York, Jan. 16, 1913.

The Tea Board, composed of members of the Board of United States General Appraisers, has rendered another decision on the question of the proper test to be applied to detect artificial color in teas. The Board holds that the Read test is a preliminary process of a mechanical nature, which merely indicates whether or not there is any artificial coloring, and that when such coloring is found, then the test must be supplemented by a chemical analysis in order to get complete information as to the nature and amount of coloring material.

According to this decision, it seems that if an examiner has any suspicion as to a shipment of teas he is to apply the Read test first. Then if artificial color is disclosed, a chemical analysis will be made.

This decision reverses to some extent the former ruling of the Board against the Read test. It does not exactly uphold, however, the contentions of Carter, Macy & Co., who protested against the Read test. In fact, the present decision is regarded as in the nature of a compromise. There is a tendency on the part of importers to criticize the Board for wabbling on the question.

It was even broadly hinted that the Board was in a delicate position and probably did not have sufficient independence to go against the expressed opinion of Treasurer MacVeagh on the subject. The critics say that the Board has evidently been trying to get in line with the policy of the Treasury Department and at the same time to save its face by not bluntly reversing itself.

One of the facts to which attention is called is that a committee, of which an assistant United States Attorney is chairman, is now investigating the Board of United States General Appraisers. It is regarded as unfortunate that the investigation should come at such a time, because the Board might be inclined, therefore, to stretch a point, even without an intention of doing so, in favor of keeping in the good graces of the Treasury Department.

The green teas involved in the protests are now to be submitted to both the Read test and chemical analysis.

A new movement to lower the cost of living is being started under the name of the State of New York Markets' League. It proposes to work in co-operation with the State Agricultural Society, which is an old-established body. Conferences are to be held next week.

The League, according to the plans, is to work in the direction of facilitating the work of producers in selling more directly to consumers. It proposes to assist both classes by bringing them into closer relations.

With this object in view it is to agitate for legislation, both State and municipal, also to encourage municipal markets when it seems advisable, and to carry on other similar lines of activity.

It is too soon to determine whether or not the new movement is to amount to any more than various other co-operative movements that have fallen by the wayside.

The proposition to appeal for legislation will call for attention, however, on the part of the various grocers' organizations. One of the plans proposed is to license brokers and commission merchants so that shippers may have a more responsible class of men with whom to deal.

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A queer story is told of a flour broker obtaining possession of fifty carloads of flour without paying for them. It seems that a Wisconsin mill shipped the flour to a broker on Broad street on sight draft, with bill of lading attached. The railroad clerk then released the flour without insisting upon getting the bill of lading in the usual way. So the draft was not paid.

The broker borrowed \$28,000, it is said, on the warehouse receipts. Since then he has not appeared at his office, as far as could be learned by several persons who have been looking for him.

It seems that the railroad clerk who released the flour had been working in spare time as a bookkeeper for the flour broker. That is given as the reason why the broker succeeded in getting the surrender of the flour in so informal a manner. The clerk was trying to serve two masters and the result, in this instance, has proved unsatisfactory to one of

the masters, the railroad company, which is now trying to replevin the flour. Unless the broker appears and pays the draft there promises to be some litigation as to who shall stand the loss.

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A removal of the tariff on butter, eggs, cheese, meats and all other food products was advocated by the president of the New York Mercantile Exchange, Julius D. Mahr, at its recent annual meeting. As this is the exchange in which butter, eggs and cheese are handled, his address has attracted much attention, and inquiries have been received by people in the trade from all parts of the country as to his attitude and that of the exchange.

Mr. Mahr comes out in a flat-footed and most positive manner in favor of the absolute removal of the tariff on food products imported from all other countries.

He points out that in the recent unrest over the cost of living there has been special suspicion of the butter and egg trade, with various accusations against the exchange which, he says, are not deserved.

In support of his position, Mr. Mahr argues that the food tariffs are largely prohibitive and not revenue producing. He says that because of the prosperity of the West and Northwest, the producers in those sections are no longer obliged to ship their products to the East to find a market. They ship to the East only when high prices here are attrac-

tive. So the 30,000,000 people of New England and the Middle States, with only slight production of foodstuffs, are practically obliged to pay the high prices.

As a further argument, Mr. Mahr says that the removal of the tariff on foods would bring about conditions making it an object for the domestic producers to improve and increase their output. There would be the stimulus of competition with other countries.

The immediate effect of taking off the tariff on butter and eggs, he says, would not be felt as great as what would follow a short time afterward. In the case of Canada, the American tariff has kept out the Canadian products, so that the great resources of that country are not used all to supply us. The capacity for production is not nearly what it will become soon after the tariff is removed and the Canadian see an open market here.

So it will be with other countries that will thus be encouraged to supply the markets of the United States, he argues, and thus will be brought about a gradual lowering of the cost of food supplies.

The receivers and dealers, he says, will also be benefitted, in the open market there will be opportunities for greater profit than at present.

The present restrictions in the supplies, he claims, have reduced the margins of profit for all legitimate dealers.

(Continued on page 12.)

## Kellogg Co. Asks Jobbers Whether Should Defend Government's Suit or Abandon Limited Selling Prices

**Puts Up to Wholesale Dealers that Maintenance of Fixed Price on Toasted Corn Flakes Has Cost it Some Business and Will Cost it Some More. Notwithstanding this, Jobbers Patronize Competitors and Even Pack Their Own Brands.**

The Kellogg Toasted Corn Flake Co. which as has been reported, has been sued by the United States Government, on the ground that its plan to limit the price of its product was in restraint of trade, has during the week issued a most remarkable letter to the jobbing trade all over the country. The letter is in reference to the Government's suit, and practically puts it up to the jobbers whether the company will defend the suit or abandon all effort to limit its prices.

The letter in part is as follows:—

Battle Creek, Mich., Jan. 8, 1913.

We are writing this to secure your opinion as to whether or not

we ought to contest the action brought against us by the United States Government. Your immediate reply will be greatly appreciated. We have already received a great many letters indicating widespread interest in the trade.

You have doubtless read the press dispatches regarding the case. In a word, the Government seeks to prevent us from maintaining the jobbing retail price, and what is an equally important point, they question our right to restrict the direct sales of our goods to jobbers only. Incidentally, the Government attacks the validity of the patent upon our carton, on which the price maintenance feature is based.

This action strikes at the very root of the selling plan which we have adopted for Kellogg's Toasted Corn Flakes with a great deal of labor and expense. We have little apprehension regarding the outcome of the case if brought to trial. S



Far as the price maintenance feature is concerned, the plan under which we are operating was adopted only after the most careful scrutiny and examination, with the advice of able counsel and with the cognizance and tacit approval of representatives of the Department of Justice themselves. It ought to stand the most severe acid test, as it was expressly designed to comply, not only with the letter, but with the very spirit of the Sherman law.

So far as our right to restrict our direct sales to legitimate jobbers only is concerned, this seems so utterly reasonable and just that we cannot conceive of a judgment going against us on this count. The charge by inference that there is anything monopolistic or collusive in the corn flake business can only be considered as ludicrous by anyone in the trade who is familiar with conditions.

The last issue of our house organ, "Kellogg's Square Dealer," prints the pictures of the ninety-four different brands of corn flakes which have either been or are now upon the market, and according to our information, there are 107 brands besides Kellogg's altogether. It scarcely seems necessary for us to remark that there is no evidence of combination or collusion between the manufacturers, nor even a shadow of a "gentleman's agreement."

There is a feature to the situation, however, to which we are not easily reconciled, and that is the fact that we have been made the "scapegoat." There are hundreds of manufacturers in the country who are protecting the resale price of their goods to a greater or less degree. We are one of the youngest companies in the entire number, and still the Government has singled us out for a test suit. It doesn't seem to us to be fair. In fact, a representative of the Department of Justice called on us a short time before the bringing of the suit to discuss the proposition of instituting an action against us under the Sherman law. He said very frankly that he believed that what we were doing was perfectly legal, but the Department itself was in doubt as to the application of the law and was anxious for a test. The representative suggested that we spend our time and money in defending a suit in order that the Government might get such a test. We flatly declined, saying that we did not wish to get into a suit with the Government, and that if the Department of Justice could find anything to criticize in our plan of selling our goods, we would modify our selling plans and conform with the Department's suggestions without the necessity of any litigation. The Department of Justice, however, declined to avail itself of our offer to submit our selling plan to its criticism and abide by any suggestion it might make and the next thing we knew suit was instituted in the Federal Court at Detroit.

We are not at all decided as to just what action we should take. For the past several years we have spent a great deal of time and money in pioneer work establishing our plan of selling goods. We have done it largely in our own protection, of course, recognizing the necessity of building up a firm and stable market for our merchandise. In this we have been successful. Our product pays a fair and consistent profit to every factor in the trade and is not a target for price cutters. But in accomplishing this we have been involved in a great deal of expense and have made enemies as well as friends, and we

are inclined to believe that the immediate profits of the business might have been larger had we been less square-toed and followed more closely the line of least resistance. There has been some glory in the fight, of course, but there have been many bumps as well, and we have been constantly confronted with the knowledge that while a large proportion of the trade applauded our exploits, the other fellow who wasn't doing anything in the line of "exploiting" was getting his share of the business all the time, a pretty liberal support from the trade and probably a larger profit on his volume of business than we were. This has been none too comforting, as you can imagine. By this we do not mean that we regret in the least the course we have taken; the question now is *how much longer are we going to keep it up?*

Here we are confronted with a Government suit. If we fight it means a big expense; if we lose, we will be worse off than if we hadn't fought at all—than if we yielded gracefully without contest. If we win we will get a lot of glory, but will we sell any more corn flakes? Will we get any more liberal support from the wholesaler and retailer than our good competitors who continue following the time-honored free deal and rebate route, who are not so scrupulous about refusing to sell mail order houses, chain stores and department stores, and who strictly mind their own business? Will there be any decrease in the number of jobbers' private brands with which we will have to compete? Will there be an effusion of friendliness, do you presume on the part of those dozen or so of the biggest jobbers in the country whose trade we have lost in pursuing this square deal selling plan—with many of whom we would still be doing business if we had interpreted our principles liberally instead of literally.

These are the problems we are up against. We have opened our hearts to you because you are our customers and we trust are interested in the success of our business. We are sincerely anxious to have your opinion as to whether or not we should enter a defense. This letter is going out to every wholesale grocery house with which we are doing business, and we will naturally watch the replies with a great deal of interest.

It has been stated that if we fail to carry this issue to the Supreme Court of the United States, no one else will. We cannot say as to that, but if anyone else wants the glory they are welcome to the task. Failure to contest the case would probably mean a breaking down of the whole protected price system and an attendant epidemic of ruinous competition, and of direct sales to mail order houses, chain and department stores. It is for you to decide in your own mind what this would mean to your business and to the trade at large, and whether in the last analysis any benefit could accrue to the consumer. On the other hand, if we decide to contest this case, naturally we will have to bear the brunt of it ourselves. The jobbers of the country can be of infinite assistance to us, however, not only by rendering us loyal support in the sale and distribution of our goods, but by doing what they can through their salesmen to counteract the detrimental effect which the publicity given the suit by the Attorney-General's office may have upon the retailer and consumer.

Yours very truly,

KELLOGG TOASTED CORN FLAKE CO.

# \$80,000,000

That is the sum invested in the great monthly and weekly magazines each year for National Advertising,

Are you getting your share of the big trade it creates?

## Good Storekeeping

Will help you get it

That is why this paper—a big quarterly review of the trade paper field—is published. Good Storekeeping is full of facts, plans, helps and discussions about the problems which you are meeting each business day.



It tells you what manufacturers are doing, how other merchants are building bigger trade, the things women like about stores, and it shows you the way to cash in Locally on National Advertised goods.

Clip the coupon and mail it to-day. It will bring you each coming issue of Good Storekeeping and entitle you to receive a moving picture slide to advertise your store, attractive window signs and cuts for use in your local newspaper—all without charge or obligation to you.

Fill out the coupon now.

Dealers' Service Dept.

Good Housekeeping Magazine

381 Fourth Ave., New York City

GOOD HOUSEKEEPING MAGAZINE

381 Fourth Ave., New York

Please enter the name of my establishment (Store Name Here)

on the complimentary mailing list for Good Storekeeping. I carry a fair assortment of advertised goods in my line.

Name .....

Address .....



# WITH THE EDITOR

In a letter to the jobbing trade of the country, which is in part published in another column, the Kellogg corn flakes people very properly put the questions developed by the Government's suit against them up to the jobber. As has been announced, the Government has brought suit against the Kellogg Company on the ground that its plan of restricting its sales to jobbers, and its controlling of the price even in jobbers' hands, is a restraint of trade. The suit will cost the Kellogg Co. much thought and money—if it defends it—and the selling plan which the Government attacks, the Kellogg people say, has already cost it some business and some profits. They now say to the jobber—what shall we do about this case? Shall we defend it? The whole plan has largely been for your benefit, are we justified in going any further with it, while you continue to give your patronage to manufacturers who make nothing like the efforts we do to protect you?

These are sharp and exceedingly pertinent questions. The Kellogg plan to compel all jobbers to sell toasted corn flakes at \$2.80 has benefited nobody so much as it has benefited the jobber, and as a matter of fact, has benefited nobody else at all, certainly not directly. So with the Kellogg plan of cutting off chain stores. Without doubt that has lost the company business, for many of the chain establishments, when told they could not purchase direct, have not purchased at all. Those that did had to purchase through some jobber, and there again the jobber gained.

Again, the cut-price jobbing houses have undoubtedly sold

less toasted corn flakes than they would have sold had they been privileged to make a leader of it once in a while and drop the price. All these things have directly helped the regular jobber, but they have not helped the Kellogg Company—unless they have helped it by inspiring the jobber to favor it. The letter which the Kellogg Co. sends out intimates that that form of benefit hasn't been as large, perhaps, as it might have been.

It is perhaps inaccurate to say that the jobber gets the only benefit out of the Kellogg and other plans for holding the price. The price-cutter is always a trade disturber, and anything that curbs him does trade good. In that sense the Kellogg plan is good for us all, but it must be remembered that the Government doesn't take this view. The Government believes in price-cutting, if price-cutting is the logical result of "competition."

The California Supreme Court's decision that a retailer must sell chocolate at the

**The California Chocolate Price Case.** price the manufacturer fixes, if he knows what

that price is when he buys it, and whether he buys direct from the manufacturer or through the jobber, is not in accordance with the decision of the United States Supreme Court on the subject. With all sales taking place in California, however, the decision of its own Supreme Court will govern and that of the United States Supreme Court will have no effect whatever.

A summary of this case has been furnished this journal by Mr. Connolly, of San Francisco, and is published elsewhere. In substance it seems to provide that

when the goods bear a notice that "the fixed minimum retail price" is 30 cents, the jobber buys it charged with an obligation not only not to retail himself for less than 30 cents, but to pass the notice on to the retailer to whom he sells at *wholesale*. This is the precise thing which the United States Supreme Court said in the Miles case could not be done. The court said there that the Miles Co. could sell Jones & Co., wholesalers, and legally impose as a condition of that sale that Jones & Co.'s own price, to retailers, should be so much. At that point, however, Miles & Co.'s power ended and they could not interfere with the price at which the *retailer* should sell. One reason for this was that there was no direct contract relation between Miles & Co. and the retailer, as they dealt through a third party.

It is apt to be idle to discuss a court decision with no more than a summary before you, but the Ghirardelli decision seems to hold that the manufacturer can sell the jobber, subject to a condition not only to hold the price himself, but to compel his customer, the retailer, to hold it.

Of course this will have no effect upon the decision of the United States Supreme Court.

The "Grocery World and General Merchant" is very keenly interested in the "Canned Goods Week" plan, to which some space

is devoted in another column, and will do everything in its power to help the cause along. Briefly, the plan is for all classes of the trade to so work that the first week in April shall see a concentrated effort, particularly by retailers all

over the country, to sell more canned goods. But not only to sell them—in addition to exploit them as worthy food products and to increase in every practicable way the esteem in which they are held by the general public.

This journal wishes to say a respectful word to the interests representing this campaign, both locally and nationally. The deciding factor in this campaign is the *retail* grocer. It isn't the packer, it isn't the broker, it isn't the jobber. All these factors sell only to other factors who know all about canned goods, and are always willing to sell them—if they have demand. The object of the campaign is to get more consumers interested in canned goods, and to get those already interested more interested. Speaking of direct work, that lies in the domain of the retail grocer alone. He can do it or he can let it alone, and in proportion to the way he does it lets it alone, this campaign will win or lose.

The local committee on arrangements for last Wednesday's luncheon, at which the campaign was launched in Philadelphia, consisted of five jobbers or representatives of jobbers, one broker and one retailer. This fact was really the inspiration for the above remarks. Of course all classes of the trade should be interested and active, but it should not be forgotten for a minute that the retailer is to do the bulk of this work—all of it that counts, really—and that he, therefore, should be drawn into the thing and interested directly. Something will doubtless be accomplished by getting packers, brokers and jobbers to work on retailers and work on consumers, but will much more be accomplished if it is made a *retailers'* campaign from the beginning?

## 1912 Bad Year Both for Grocery and General Store Business.

More Failures in Both Lines Last Year Than in Any Year of the Last Five, Except 1908.

Some interesting figures have just been received from the R. G. Dun commercial agency, covering

the failures in the grocery and general store lines for the last five years, i. e., 1912, 1911, 1910, 1909 and 1908. The figures are official and show that more grocers and general storekeepers failed in 1912 than in any other of the five-year period except 1908, which was worse than 1912 in both lines.

The figures are as follows:—

General store failures, 1912, 1,777; liabilities, \$12,760,623; 1911, 1,380; liabilities, \$10,977,030; 1910, 1,228; liabilities, \$8,719,230; 1909, 1,512; liabilities, \$10,517,353; 1908, 1,849; liabilities, \$13,808,725.

From this it appears that 1910 was the most prosperous year of the five.

Grocery failures, 1912, 2,597; liabilities, \$13,162,922; 1911, 2,131; liabilities, \$9,543,008; 1910, 2,310; liabilities, \$8,680,079; 1909, 2,311; liabilities, \$9,007,008; 1908, 2,700; liabilities, \$16,852,702.

According to the above, 1911 was the most prosperous year in the grocery business and 1908 the least prosperous.



Written for the "Grocery World and General Merchant."

## Collier's Weekly" Defends Westfield Plan of Listing Food Products Examined by Westfield Health Board

**It Doesn't Pretend to be Complete Directory of All Worthy Foods. Believes Consumers Must Have Some Way of Applying Warnings Against Food Adulteration.**

I have before me the "Grocery World and General Merchant" of January 13th, with your comment on the "Westfield-Collier scheme" you term it.

Our editorial policy on "Collier's" has always been to comment fearlessly on any subject and we never care whether it affects advertising patronage or not.

I have no criticism to make of your reviewing the Westfield campaign, but I do think that in justice to us it would have been only fair and right that you investigated the matter before writing your article that appears in the January 13th issue.

In the first place this campaign is backed and financed by pure food manufacturers, many of which are advertising in your columns. In the second place, we have stated, without hesitation, that the Westfield book does not contain every pure food made, but on the other hand it is the first definite information on foods that the consumer has ever had available.

What good, for instance, does it do you to attend a lecture on pure foods when you listen to a lecturer rant about artificial colors, flavors and adulterants if you return to your home and have no definite way in which you can apply the information that you have just learned?

Don't get the impression from this letter that we have any feeling as the result of your review, but as I have said above, in justice to us it is only fair that you should have investigated the motive back of the idea, and our plans for what we hope some day will be a complete listing of all foods.

Remember there must always be a beginning and naturally this beginning has been with the foods that have national distribution.

I am so much interested in this campaign, for which the writer is sponsor, that I would like to discuss it at shorter range with you on my next trip to Philadelphia.

There is no reason why "Collier's" and the grocery trade papers should not work in close harmony and I honestly believe that we can be of service to one another.

STURGES DORRANCE,  
"Collier's Weekly."

NOTE.—It seems to the writer as if this were hardly an answer to the suggestion of the "Grocery World and General Merchant" that the book of pure foods which the Westfield Board of Health, aided by "Collier's Weekly," was exploiting, was not quite fair to all concerned. The book states plainly that it does not pretend to contain all pure foods, but notwithstanding that, the fact that it is being advertised and circulated broadcast gives it the character of a general directory, and without doubt consumers will treat it as such, if they use it at all. Otherwise, its use will be much restricted, for if it is only a partial list of worthy foods; if there are plenty of worthy foods outside of it, it will neither be a directory of foods that are good, nor by implication, of foods that are bad. No; such a book will be like a list of names under the head of "Virtuous Women of Modelville, N. Y." Nobody could argue that this list held itself out as including all the virtuous women in Modelville, N. Y., yet the unnamed women would inevitably be objects of suspicion.

The writer's view is that nobody should undertake to issue a directory of nationally sold pure foods unless he can include all nationally sold pure foods.—Ed.

### AMONG THE TRADE.

Italian olive oil has advanced about 20 cents per tin and 25 cents per case, owing to scarcity.

Thomas Martindale, grocer, lecturer, author and publicist, will lecture in Witherspoon Hall next Tuesday evening on "Hunting in the Upper Yukon." It will be a reminiscence of Mr. Martindale's recent trip through that country, and will without doubt be well worth hearing.

These trade-mark crisscross lines on every package  
**SPECIAL DIETETIC FOOD** for cases of  
**KIDNEY AND LIVER TROUBLES**  
REQUIRING RATHER STRICT DIET  
Unlike other foods. Ask physicians. For book or sample, write  
FARWELL & RHINES, Watertown, N. Y., U. S. A.

## IMPORTANT Retail Grocers



who wish to please their customers should be sure to supply them with the genuine

**Baker's  
Cocoa and  
Chocolate**

Registered  
U. S. Pat. off

with the trade-mark  
on the packages.

They are staple goods, the standards of the world for purity and excellence.

MADE ONLY BY

**Walter Baker & Co. Limited**  
DORCHESTER, MASS.  
Established 1780

## VALUE OF MAGAZINE Advertising



Magazine advertising makes people familiar with the name and quality of Swift's Premium Ham and persuades them to try it.

When they see a display, a show card or sign in your store the advertisement is recalled. The result is a sale.

Therefore it will pay you to display Swift's Premium Ham constantly. Keep a sign in plain sight all the time.

"WE SELL

**SWIFT'S PREMIUM HAMS"**

The increase in sales will be large and steady for Swift's Premium Ham holds trade by its uniform quality.

**Swift & Company, U. S. A.**

## Use the Mails More Yourself

¶ You may have dreaded the effect of the extension of the use of the mails upon your own business—have you not thought that you might yourself use the mails more?

¶ For instance, in buying TEAS. The logic of that is that it directly connects ourselves, the importers, with you, the retailer, and cuts out two middlemen, both of whom would have to be paid—the jobber and the salesman.

¶ We can inevitably sell cheaper by mail than anybody can through salesmen. Let us match your samples.

## DURYEE & BARWISE

Roasters and Packers Teas and Coffees  
89 FRONT STREET, NEW YORK  
ESTABLISHED 1897

## Business Success

The man who sees the thing to do and does it *succeeds*. Of course, the other fellow calls it luck. And the man who realizes that his Grocery Store must be made comfortable for his patrons and then installs Electric Light and Electric conveniences, holds his old customers—and gets new ones. Incidentally he spends a small sum to make a large one. Ask for rates and estimates.

**The Philadelphia Electric Company**

TENTH AND CHESTNUT STS.



## Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s  
Department Food Stores, Dover, N. J.

**About Authority.**—A couple of weeks ago I had a letter from a young fellow in Denver, Col., in which he related the value of "Straight Talks" to such a degree that had it not been for the apparent disparity of our ages the author of "Straight Talks" might have found his Sunday hat entirely too tight fitting.

In this letter he complained about not having "the authority to carry out the ideas." In connection with this, I want to say to all you boys that the suggestions are given largely for YOU to the one higher up. To read about selling suggestions, store arrangement and store deportment and keep mum is worse than not reading at all. It's like making a good resolution in your room and walking out into the street to break it. It leaves you a morally weaker man.

Whatever you read in "Straight Talks" that you consider well worth adopting, talk it over with your manager. What you read here wasn't "got out of a book." It's just plain stuff that turned the trick before it got to your eyes at all. Anyhow, don't keep things that are business-getters under your hat—they smother.

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**Concerning a Window.**—You can do wonders with a corner of your window if you make it a bargain corner and nothing else, not an ordinary bargain, but a startling one. You can have a new one every day or a new one every Monday. Every day is better. Take corn, for instance, that cost, say, 70 cents a dozen and sell one day at 6½ cents; limit six cans to a customer. Another day rolled oats at 2½ cents a pound. Another day pea beans at 4½ cents a pound. Another day 10-cent package crackers at 8 cents. Of course, there's no limit to the variety. There are certain towns where such advertising has got newspaper space beat a mile—or more.

You say "your policy of selling goods at cost isn't a good one." Isn't it? If corn at 6 cents will bring a hundred more people into your store than corn at 10 cents, isn't the 6-cent policy good? Do you remember what we said last week about having them "talk about you"?

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**Look Your Best.**—In business. That is business. Shaving money beats beer money. A laundry bill keeps you respectable. The pool room habit too often means the dirty collar habit. "For the apparel oft proclaims the man."

Take time in the morning to look your best—half an hour does it. There are no ugly faces where a true, honest cheerful heart beats underneath a clean coat. Heaven deliver us from the dandy, but praise be to him that is neat and clean and has brains to "look his best in business."

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**"I'll Beat You," Says the Cider Barrel—"You Won't," Says the Pot Cheese Can.**—"I hold forty-five gallons," says the cider barrel. "If hold a hundred pounds," says the big pot cheese can. "Boys," says the cider barrel, "put me out doors and put a big sign on me and put the faucet where it should be, surround me with jugs and measures, for I'm running a race with that other country fellow, the big pot cheese can."

Pot cheese: "Dig this stuff out of me," says the pot cheese can, "and show it up on your nice counter in the biggest white porcelain dish you've got. Sign me up, garnish me to your heart's content. Talk about me in the paper; put my name in the window. It's nip and tuck with me and the cider barrel. I'm No. 10 and he's No. 10."

So the hustling went on and the schemes went on and the sales went on. At last the pot cheese can won.

## THE NEW YORK LETTER

(Continued from page 8.)

The suggestion was made by Mr. Mahr that dealers take up the subject and send letters to members of Congress in favor of the removal of the food duties.

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Announcement was made today of the valorization sales in the coffee trade. Your correspondent was informed that all of the valorization coffee held in New York was disposed of by the holders with the Government's consent. There was no auction and the negotiations were conducted without publicity. This was according to the precedent set last year.

It is said that the actual possession of the coffee will pass to the same interests as last year.

One of the best-known of the coffee brokers said that the sale of the valorization coffee is not at all likely to have any important effect on prices. He believed that the present level of prices will be maintained, as the large interests cannot afford to do anything in the way of unloading any faster than the market will absorb the offerings.

The annual meeting of the Coffee Exchange of the city of New York was held last week, at which the Board of Managers presented its report. It spoke of the widening appreciation of the exchange as a safe market for the trade. During the year the highest quotation on futures was 14.62 cents and the lowest 12.15 cents. The quotations on No. 7 spot coffee ranged from 15¼ to 13¾ cents.

Improvements are being made in the system of grading and methods of arbitration.

The exchange this week elected William Bayne, Jr., as president, to succeed Henry Schaefer, whose term expired.

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About 200 representatives of wholesale grocery and brokerage firms enjoyed an excursion Saturday to Camden, N. J., where they inspected the plant of the Campbell Soup Co. and were most hospitably entertained by the company. The company provided a special train of nine Pullman cars to carry the party to Camden and back.

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New corporations include:—

The Frank E. Harris Co., Binghamton, N. Y.; capital stock, \$150,000; to manufacture food products and medicines; incorporators, C. B. Harris, G. B. Harris, Binghamton; H. G. Longendyke, Troy.

Union Grocery Co., capital stock, \$125,000; to deal in groceries and meats; incorporators, F. W. Blume, E. F. Blume, C. W. Ostrom, Jersey City, N. J.

John T. Huner, the independent match manufacturer, died recently at his home in this city. The match factory in Brooklyn was burned down some time ago and is now being rebuilt.

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A change has been made in the cereal department of Austin Nichols & Co. The manager of the department, Joseph Stover, resigned and has been succeeded by C. F. Shirk, formerly with Copland, Raymond & Co.

Mr. Stover has accepted the position of sales manager of the Hecker Cereal Co.

## SUMMARIZED MARKET CONDITIONS.

Spot coffee seems to have a somewhat improved tone, although the roasters are naturally holding off for the valorization sales. In mild grades brokers report an increase in interest. Prices are steady.

Refiners have cut prices of sugar in the last week. Standard granulated is now quoted at 4.0 cents, except that the Federal and Arbuckles are five points lower. There is only a light demand from the distributors. The quiet conditions may have been caused in part by the absence of refiners and other representatives of the trade who have been in Washington in attendance at the tariff hearings. The opinion, quite widely expressed that there will be a reduction in the duty, although leading representatives of the trade are confident that the change will not go to the extreme of free sugar.

Teas are quiet and steady. The routine demand is for the general list. It is expected that the examination of accumulated samples of green teas will take considerable time if both the Reliance test and chemical analysis are to be employed, according to the recent decision, and the status of the green teas in the market will not be definitely settled until after the tests are completed.

Rice is quiet and firm, with a fair inquiry from the country for current requirements. The mills and their representatives continue firm in their ideas.

Canned tomatoes are being offered at concessions. Offerings of Maryland 3s are made at 77½ cents, and there have been some sales at prices close to 75 cents f. o. b. factory. Brokers claim, however, that the tomatoes sold at these low prices are not strictly up to the standard or are packed in lacquered cans. It seems, however, that some of the stock is at least so close to the standard that it will be accepted for all except the most exacting trade. For buyers' label, there is nothing to be had in spot goods for less than 80 to 82½ cents.



offerings even at those figures are rather scarce. Spot corn is dull, with nominal prices, but holders appear to be unwilling to make any further concessions. There is little demand for spot peas, but supplies are mainly in second hands. String beans are firm, with light demand and limited offerings. Other spot canned vegetables are dull.

Canned fruits are dull, but firm, and stocks in packers' hands are said to be limited. This is the case both in California and southern fruits.

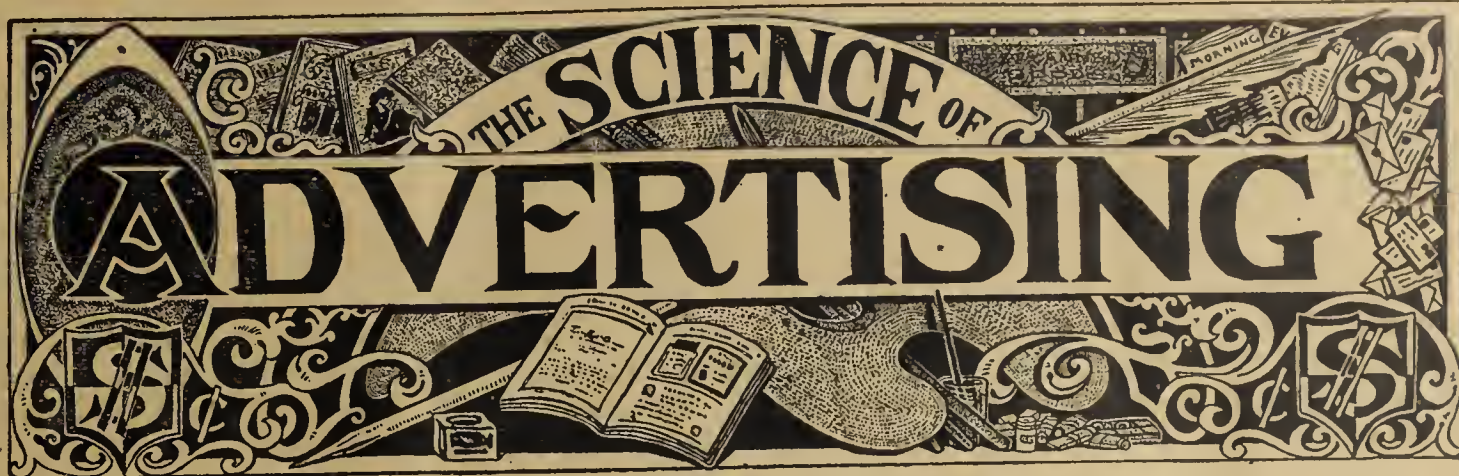
Little demand for California dried fruits is reported except for runes in the larger sizes. Even in these sizes the demand is of a bobbing character. In the spot market the demand is almost entirely for 40s to 60s, inclusive. Peaches and apricots are dull, but are not being urged, so prices seem steady. Raisins and currants are dull, but steady.

Flour has been advanced because of the jump in wheat. Although the mills are asking higher prices, however, they are not making sales to any considerable extent, so the actual business is quiet. Spring wheat patents are being sold at \$4.35 in jute. Mills that are trying to get higher prices, up to \$4.50 and even \$4.60 for patents in jute, are not meeting with any response.

Top grades of butter are slightly firmer. There is a feeling that high-grade fresh creamery is not likely to go any lower, at least for the present, and buyers are taking hold with more confidence than they did a week or so ago. The creamery extras are bringing 35 cents, with some sales for a quarter of a cent or so less. In the second grades the market is still a little unsettled, as nearly all receivers have accumulations that they are anxious to sell. The firsts range from 31 to 33½ cents, seconds 28 to 30 cents. Held butter tends in buyer's favor. The held extras bring 32½ to 33 cents, with lower grades ranging down to 25 cents. Process ranges from 22 to 27 cents.

Eggs are weak and irregular. At the reduced prices there are ample offerings, although some receivers are holding supplies in the expectation of getting better prices. There is a fair demand for refrigerator eggs, but the offerings are so liberal that the tone of the market is weak. The range of prices on the best grades of fresh-gathered Western eggs is from 24 to 29 cents. The best held goods are to be had at 21 to 22 cents. Top grades of refrigerator eggs range from 20 to 21 cents, on the dock and in local storage. In nearby eggs the fancy large white sizes bring as much as 35 to 37 cents, but browns and mixed colors are to be had from 26 to 30 cents.

FRED. A. MCGILL.



Albert L. Krieg, grocer of Harrisburg, Pa., sends in a copy of a small advertising folder which he used to do some Christmas advertising. Mr. Krieg believes in getting out good-looking advertising, but he is a little careless about his business stationery. Instead of having his business card neatly printed in the upper left hand corner of his envelope, he has stamped it there with a rubber stamp in blue ink. The stamp did not make a very good impression, and the result is this:

ALBERT L. KRIEG.  
GROCCER  
HARRISBURG, PENNA.

I am going to be frank with Mr. Krieg and tell him just what impression his envelope made on me, for what it did to me it will almost surely do to other people, not customers alone, but jobbers. I have many times known a man's credit to be affected by the character of his business stationery. When I took this envelope off my file and looked at that carelessly stamped name in the corner, at once an expectation took form in my mind that the piece of advertising matter I should find inside would be cheap and poor. I was surprised to find the well printed and good-looking folder which I will discuss in a minute, for the envelope had prepared me for something quite different. Such impressions, good or bad, without a shadow of doubt have much to do with the merchant's success and with the position which his business holds in the public eye.

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Mr. Krieg's folder was a little four-page affair, measuring 3¼ x 7 inches. It is printed in green on heavy rough-faced cream paper. On the first page is the

date 1912, a cut of Santa Claus, Mr. Krieg's name and address, and a Merry Christmas wish. Also the line "Good Things to Eat" at the top, and "Eat Good Things, Too" at the bottom. The fourth page mentions several candies and lunch goods. The inside pages, photographed together in slightly reduced size, are here presented:—

#### GOOD THINGS TO EAT

The Christmas season is drawing near.  
When our hearts are full of cheer.  
"Good Eats" is what the children say.  
And they look ahead for that great day.  
Then go to Krieg's store and you can buy  
The kind of goods that will satisfy.

#### A Few Suggestions for Instance

Fancy Nonpareil Almonds . . . . . 23c lb.  
Fancy California Eng. Walnuts . . . 22c lb.  
Jumbo Brazil Nuts . . . . . 15c lb.  
Fancy Filberts . . . . . 15c lb.  
Mixed Nuts . . . . . 20c lb.  
California Table Raisins . . . . . 20c Pkg.  
Fancy Figs . . . . . 10c Pkg.  
Golden Dates . . . . . 12c Pkg.  
Atmore's Plum Pudding . . . . . 25c can  
Maraschina Cherries . . . . . 25c Bottle  
Leggett's White Cherries . . . . . 30c Bottle  
Petit Pois Peas . . . . . 22c Can  
Fancy Prunes . . . . . 10c, 12½c and 15c lb.  
Fancy Peaches . . . . . 10c, 12½c and 15c lb.  
Fancy Apricots . . . . . 16c and 18c lb.  
Cape Cod Cranberries . . . . . 12c qt.  
Malaga Grapes . . . . . 15c and 18c lb.  
Fruit Cake . . . . . 25c and 30c lb.

Oranges Grape Fruit  
Celery, etc.  
Always on Hand

EAT GOOD THINGS, TOO

#### GOOD THINGS TO EAT



We desire to call your attention  
to our

**Butter....  
and Eggs**

Our butter is the Best in the city  
and at the best price.

We guarantee all our eggs to be  
Strictly Fresh.



#### NOTICE

Don't forget to bring the Children  
to the Store. Santa Claus will  
be at the store in the evenings  
beginning on Friday, December  
the 20th.

EAT GOOD THINGS, TOO

Perhaps this advertising cannot be expected to get much direct business, but it won't do any harm. Don't think I mean to damn it with faint praise, for that is not my intention at all. It shows the Christmas spirit and doubtless had some effect, in a general way, on the consumers who received it. I don't think, however, it got any orders that could be traced to it, for it appears to be merely a list of prices which did not, as far as I can see, set out to be especially low. The

This folder was well printed, and presented a very good appearance.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.



# THE GROCERY MARKETS

## Tea.

The tea market is unchanged for the week. The demand is quiet, and all prices unchanged. Most holders have faith in the market, but trade is so dull that occasionally a slight concession can be obtained. The market undertone, however, is steady and no radical fluctuation is expected in the near future.

## Coffee

There is considerable mystery and uncertainty about coffee. There is reason to believe that the holders of the nearly one million bags of Rio and Santos valorization coffee, who it was announced recently would sell it in order to placate the United States and cause it to drop its monopoly suit, have quietly sold all or most of it. If they have done so it was in such a way as not to depress the market, for the general situation is at least steady. The demand is dull, buyers not knowing exactly what is coming. Mild coffees are unchanged and quiet. Java and Mocha are unchanged and dull.

## Sugar.

The sugar market has slumped again during the week, partly due to the weakening raw situation and partly due to the certainty that Congress will reduce the duty and thus probably drop the price in this country. Raws have declined another notch during the week, and all refiners have dropped the prices of refined in consequence. The Federal Refinery and Arbuckle Bros. have dropped 10 points to 4.55 cents for granulated and the other refiners are holding at 4.60. Domestic beet granulated is still offered around 4½ cents or slightly below in some cases. The situation is weak and lower prices are by no means uncertain. The demand is slow.

## Syrup and Molasses.

Glucose is unchanged for the week. Compound syrup has been considerably hampered by the warm weather, and is selling moderately at ruling prices. Sugar syrup and molasses are both dull and unchanged.

## Fish.

Mackerel of all grades continues dull at prices which for the most

part are steady. It will take colder weather to put any life in the mackerel market. Cod, hake and had-dock are in moderate demand at unchanged prices. All grades of salmon quiet at ruling values. Domestic sardines dull and unchanged; imported sardines scarce and steady to firm.

## Canned Goods.

Tomatoes are holding steady with a very small demand. There are some offerings at a shade below the market, but they seem to be below standard quality. No radical fluctuation is in sight for tomatoes. Corn and peas on spot are both in moderate demand, with unchanged conditions all through. Future tomatoes, corn and peas have all sold well, at prices that show no change for the week. Some packers have withdrawn prices on future peas, mostly on fancy grades. Apples are unchanged; demand moderate. California canned goods are selling in the usual way from second hands, but the first hands business is dull. Small Eastern staple canned goods are dull and unchanged.

## Dried Fruits.

Prunes are unchanged, though some holders are holding for a higher price. The demand is fair. Apricots and peaches are in moderate demand at steady to firm prices. Raisins are dull at ruling figures. Currants in seasonable demand at unchanged prices. Other dried fruits quiet and unchanged.

## Beans and Peas.

Domestic pea beans are lower and the large way quotation is now \$2.50, a drop of 5 cents for the week. This gets the primary and secondary markets about on a parity, although it is possible to buy pea beans to come forward at \$2.45. The demand has been curtailed by the weather. Domestic marrows are also 5 cents lower, and now rule at \$3.20 instead of \$3.25; demand dull. California limas unchanged and quiet. Green and Scotch peas quiet at ruling prices.

## Butter.

The receipts of fresh butter are normal for the season, and the quality is fully up to the standard. The market is steady at a decline of 1 cent per pound. Only a fair

consumptive demand is reported. Stocks of low grade butter are still large, and the market for this grade of butter has also declined 1 cent per pound. No radical change seems in sight.

## Eggs.

The receipts of fresh eggs are increasing, and in consequence the market has dropped 2 cents per dozen during the week, and is steady on the lower basis. The warm weather has furnished very favorable conditions for the production of fresh eggs. The consumptive demand is good, absorbing the arrivals each day. The weather for the next two months will control the market. The stock of storage eggs is still a drag, and most holders would be willing to take a heavy loss if they could unload now. The demand for this grade of eggs, however, is very poor.

## Cheese.

The cheese market remains stationary. Stocks are decreasing as the season advances. The consumptive demand, however, is still very light. No radical change is in sight.

## Provisions.

All cuts of smoked meats, picnic, regular and skinback hams, bellies and bacon are steady and unchanged, with only a moderate consumptive demand. Pure lard is firm at the recent decline and with an improved demand. Compound is steady and unchanged, with only a moderate demand. Barrel pork is about 50 cents per barrel cheaper, owing to the light demand. Dried beef and canned meats are dull, the latter, however, being firm by reason of scarcity.

## INDIVIDUAL MARKET REPORTS.

### Spices.

The market is quiet both here and abroad, with higher prices for many articles. The demand is broad, at the same time we believe trade activity is due to the present agitation in regard to duty on whole spices.

Pepper.—Higher and in large demand here. Spot market is unusually small. Prices undoubtedly will stiffen on account of actual scarcity.

Cloves.—Steady, but unchanged. Our market is under

prices prevailing in Europe. Demand is fairly active.

White Peppers.—Prices are steady, but unchanged during the week.

Pimento (Allspice).—Continues firm, but without change. Selling fairly well.

Mace.—The demand is very satisfactory; prices steady. Supplies continue unusually small.

Nutmegs are firmer this week. Prices are slightly higher. Demand satisfactory.

Cassias.—Saigon unchanged. Batavia very scarce and in better demand; China, cases, scarce and somewhat higher.

Paprikas.—Hungarian steady but unchanged; Spanish in demand at firm prices.

Seeds, herbs, etc., are active, particularly celery, caraway and coriander. Celery is very much higher and will continue to advance; caraway is also firmer in price.

McCORMICK & Co., Inc.  
Baltimore, Md.

## Imported Fish Specialties.

Norwegian Smoked Sardines.—Yesterday we received a cable stating that the fishing is an absolute failure, and in all probability contracts will not be executed. Of course some goods have been packed, but the few lots that have been packed are being held at extremely high prices. The demand for smoked sardines is very good even at the advanced prices, and buyers are realizing the present conditions and are anticipating their requirements, as there surely will be a shortage later on.

Herring.—On account of the approaching Lenten season, demand has set in for Holland and Scotch herring. Owing to the shortage in the last catch as compared to that of previous years, prices in Holland are ruling very strong. In our estimation there is no possibility of a decline in price here, but quite to the contrary we look for an advance, as our market is not as high as the Holland market.

Scotch Herring.—Demand very good and we look for an increased demand on account of Lent.

Norway Mackerel.—Very much neglected at present, but the demand will soon set in. Prices ruling now are very low and we consider the present the best time to buy.

STROHMEYER & ARPE CO.  
New York.

## MARKET NOTES.

Florida tomatoes in original crate range from \$1.50 to \$2.50



the quality is only fair, ripe and green fruit being packed together. Prices range from \$1.50 to \$2.50, with \$3 for repacked fruit.

Florida grapefruit is a little off, due to apparent decline in the demand. The range is \$2.50 to \$3.

Florida beans are good and range from \$2 to \$2.25. The demand is fair.

Florida peppers average \$2.25 and are in slow sale. Quality good.

Cranberries are slightly lower than they were some time ago—average \$2.75 per crate or \$8 to \$9 per barrel. The demand is fair.

Bermuda potatoes are in slow sale as yet, and range from \$6.75 to \$7 per barrel. The quality is fair only.

Florida strawberries are cheap—5 to 35 cents per quart. There are plenty coming and the demand is fair.

Florida squash is not much wanted; range \$2 to \$2.25 per bushel crate.

The first rhubarb from Michigan is in and ranges from 75 cents to \$1. The demand is very fair.

Florida eggplants range from \$2.25 to \$2.50 per crate, and both the quality and the demand are good.

Hothouse cucumbers are about the only ones on the market and range from 60 cents to \$1.25 per dozen. Demand good.

## CORRESPONDENCE.

## A Mutual Fire Insurance Company.

Elmira, N. Y., Jan. 9, 1913.  
To the Editor.

Dear Sir:—Do you consider the Grocers Cash Deposit Mutual Fire Insurance Co., of Huntingdon, Pa., a good reliable company?

F. W. M.

So far as this journal knows the company named is perfectly good.

\*\*\*

## Address of Piqua Bracket Co.

Blackwood, Va., Jan. 10, 1913.  
To the Editor.

Dear Sir:—Will you kindly let us know the address of the Piqua Store Shelf Bracket Co.

L. E. BEISEL.

The address is Piqua, Ohio.

\*\*\*

## "Cherry Cordial" Containing Twenty-five Per Cent. Glucose.

Brooklyn, N. Y., Jan. 14, 1913.  
To the Editor.

Dear Sir:—Recently you published a letter of one of your subscribers, "T. J.," regarding an instance where he had some trouble with the inspectors on a package of cherry cordial (syrup), serial No. 10,167, manufactured and guaranteed by the Swedish Importing Co., Worcester, Mass. Mr. J. had me call on him and suggested that I have you look up the judgment on same (U. S. Court decision).

Mr. J. took this matter up with the manufacturers, and they claim that their products meet with all the necessary pure food law requirements, also stated in their letter that they do not use saccharine, etc. In the past twelve years in fact would produce proof of the above facts.

Mr. J. has had this cherry syrup analyzed and chemist found no saccharine but found 26 per cent. of glucose, but glucose is not mentioned on the label.

Hoping to see court decision in one of your early editions, I am,

Yours very truly,  
CHAS. W. GUTLEMAN.

The writer has no recollection of the first letter regarding this subject, and doesn't know what "court decision" is wanted. If, however,

the Cheney Mfg. Co. are selling a product containing 26 per cent. of glucose and calling it "Cherry Cordial," the subscriber is advised to also ask for a guarantee which will protect himself under New York State laws.

## The One Pure Sugar Syrup

Lyle's Golden Syrup—perfectly clear, a beautiful golden color, so neutral micro-organisms can't live in it. Absolutely free from preservatives. A product which every one keeps buying. If you want to please your trade tell them about it.

26% PROFIT

Sure sales and pleased customers.

H. Kellogg & Sons

Philadelphia

TELL YOUR CUSTOMERS THAT

RAE'S

Lucca Olive Oil

Is the product of perfectly sound, ripe, freshly picked, freshly crushed and pressed olives, grown in Tuscany, Italy, the one place in the world where the olive reaches perfection. You will not only please them but you will build up a splendid trade on Lucca Oil at a good profit. Prices in Prices Current.

H. Kellogg & Sons

Philadelphia

## BANKRUPT SALE!

of the GROCERY STORES of

**Scheuer & Bro.**

LOCATED AT

279 Main Street  
ORANGE, N. J.

111 South Orange Avenue  
SOUTH ORANGE, N. J.

568 Bloomfield Avenue  
BLOOMFIELD, N. J.

Sealed bids will be received by the RECEIVER or his Attorneys on or before January 23, 1913, 10 A. M., for the purchase of the above-mentioned three stores, or any of them, as going concerns.

Stores include general stock of groceries; also furniture and fixtures, horses, wagons and harness; and equipment incident to the running of a large retail GROCERY BUSINESS, including outstanding book accounts.

These stores have been in existence for about 15 years. The "SCHEUER" name has been well known in the grocery trade for the past 55 years.

FULL INFORMATION MAY BE OBTAINED FROM

**BILDER & BILDER = LOUIS LEWIS**

164 Market St., Newark, N. J. <sup>or</sup> 800 Broad St., Newark, N. J.

Attorneys for Receiver

RECEIVER



**1913**



Start the New Year with good resolutions and keep them before you until they become a habit. If you are not selling our Syrups, this is a good time to begin.

**SYRUPS**—Our brands are well known and popular, we keep them up to the standard, always run regular in quality; are you handling them, if not, why not? **ROYAL TABLE SYRUP**, a leading favorite, bright and clear and fine flavor; **CHALLENGE TABLE SYRUP** is another favorite. Our brands include **GILT EDGE**, **KING "B" DRIPS**, **WHITE CLOVER SYRUP**, **EX. AMBER SYRUP**, **CRESCENT**, extra fancy, cloudy; **QUAKER CITY SYRUP**, and others. Also carry a full line of Sugar Syrups and New Orleans Molasses. Send us your orders.

**PRUNES**—Can you beat this? Fancy Santa Clara Prunes; this lot in 25-lb. boxes, 3 sizes, 40-50s, 50-60s and 60-70s. The fruit is clean, black, and attractive. We offer sets (a box of each size), 75 lbs. at 73¢. per lb. Figure out how cheap this is and send us your order NOW.

**NORWAY MACKEREL**—We offer a new importation of Norway Mackerel, late caught, white and fat, as follows:—No. 2, count 250, at \$22.00 per bbl.; No. 3, count 350, at \$16.75 per bbl., and No. 4, count 400, at \$13.25 per bbl. The sale of Mackerel will increase from now on. Prices low; send us your orders at once.

**KIRK, FOSTER & CO.**

WHOLESALE  
GROCERS

**209**

**NORTH WATER STREET  
PHILADELPHIA - PENNSYLVANIA**





### CXC.—Mutual Insurance for Business Men Against Various Forms of Liability.

The following letter, from a New York paper, is the text of the article which follows:—

There is a movement on foot now with several of the mercantile associations in the Middle West particularly, to form mutual insurance to protect themselves from liability to accident. The Workmen's Compensation Acts which have been passed in several of the States, as you are well aware, have added to the liability of the employers and this has brought about the demand for mutual insurance. I might say, rather, it has created in the minds of the employers particularly who are members of associations, the necessity of coinsurance. There seems to be the opinion that it is a money saving proposition if they can cut down this expense of liability insurance by mutual insurance company. This is a timely subject and perhaps this letter will suggest a subject to you.

I treated mutual insurance somewhat over a year ago, but not this phase of it. I agree with this correspondent that for the reason he gives and for others, the mutual insurance idea is spreading, especially among business men of all grades and classes.

There is no reason why a number of merchants or manufacturers should not combine to insure each other against any contingent loss, including loss that would come from having to pay damages to an employee, or even to a customer, injured upon the premises, or run down by a driver. I say there is no reason—there may be one, viz., the laws of the particular State may forbid it, but this is quite unlikely. Even did some State law forbid it, it would probably only forbid such an enterprise from supplying insurance to the general public, unless ample security was provided.

So far as I have seen, there is up to this time no mutual insurance company for the purpose of insuring its members against liability by reason of damage suits. There are mutual insurance com-

panies to insure against loss by fire, against death, against accident, against illness, against loss by theft, and for the recovery of stolen property, but insuring against loss by reason of damage suits is a new field which has not yet been cultivated. In my judgment it should be a fertile field, for substantial business men of all kinds have always been and always will be shining marks for those who run to court the minute they see a chance to make a little money from business men who, whether liable or not, would rather settle than go to law.

Mutual insurance in a nutshell, is a system of insurance by which members mutually insure each other. If a loss occurs to any one, each member is taxed or assessed so much of it. The assessments or premiums may be paid either in cash or assessable notes, or in both cash and notes. The usual plan is for a member to deposit a note for a certain sum with the association at the time he becomes a member. When losses occur, he is assessed his share, this being made a credit on the note. The note is really security for the payment of the assessments. At the end of the period or insurance, it is handed back to the member, who is not liable for any losses occurring thereafter. He must, however, still pay his share of losses occurring before his note was handed back, if any remain unsettled when he gets out.

The main practical difference between mutual insurance and the ordinary stock kind is the cost. A mutual insurance company aims to make no profits, and the expense of operation is reduced to a minimum. The stock company is usually very expensively conducted, salaries of officers being enormous in many

cases, and its profits have also been and still are very rich.

I have heard members of some mutual insurance companies claim that they didn't like that form of protection, in spite of the saving, because they had no means of knowing whether the assessments were proper. They argued that they were at the mercy of the directors, who controlled the making of assessments. It is true, that the welfare of members of mutual insurance companies depends largely on the integrity of the directors, although they can make an investigation into any given assessment whenever they choose. The constitution or by-laws of a mutual insurance company provide how assessments shall be made—"as often as directors deem necessary," or "when losses exceed the funds in hand," or on some other contingency named therein.

Coming again to the limitations upon the power of merchants or manufacturers to organize mutual insurance companies of their own, I repeat that the only limitation is a statutory one—the existence of a statute forbidding the formation of mutual companies except for certain purposes, such as fire or life. In some States it has apparently not been expected that business men would ever wish to insure themselves against damage liability, and while there are laws allowing mutual companies for other purposes, there is none allowing them to be formed for protection against damage liability. In such a case it might be argued that since the legislature had given specific authority for other mutual insurance enterprises, and had given none for this, it could not be done. The weight of this argument would depend on the condition of the laws in the particu-

lar State. If there is no such obstacle, there is nothing to prevent an association of retailers or wholesalers, or manufacturers or employers generally, from making a little agreement among themselves that they will pay each other's losses, from any cause, including liability for damage to employees or outsiders. They do not even need a charter unless the special laws of their State require it. Such an enterprise could be run at a very small expense and if the idea was carefully worked out, it should furnish all needed protection. The plan in a nutshell is of course this: if there are 100 members and one meets with a fire loss, or a burglary loss, or has to pay a \$1,000 damage verdict, each member is assessed \$10 and thus wipes the loss out. There is no reason that I can see why the plan, or some modifications of it, should not work as well with one kind of loss as another, although the experience is that it has not worked so well with life insurance as with most other kinds. It works well as long as the members are young, but when they grow old and begin to die off rapidly, the assessments on those that remain naturally grow large and larger—unless new members are constantly being sought. With liability insurance, or credit insurance—the latter is another form of insurance where the mutual idea could be used—new members would not need to be gotten after so constantly, for the old ones would presumably all remain. In other words, the amount of loss should not increase in proportion to the membership, and there would therefore be no reason for assessments to increase.

(Copyright, January, 1913, by Elton J. Buckley.)

Question: C. G. Hubbard, Harrison Valley, Pa.—Will you please let me know through the columns of your valuable paper if an investment in the Manatauk Park Co., of the Thousand Islands, Clayton, N. Y., would be a good investment under the circumstances? I had money in the Industrial Savings and Loan Co. of New York, which said company went into the hands of a receiver last July.

Now here is a man giving his name as Walter A. Scott, of New York, going around with this story:—



He says that the Industrial Savings and Loan Co. holds a mortgage of \$67,000 against the Manatauk Co. on 84 months' term, and he is having the credit of the Industrial Savings and Loan Co. make an assignment of its claims to the Manatauk Co., in exchange is giving them back in the Manatauk Co. to the value of their claims, paying 10 per cent. interest semi-annually, and in one year from this January I can draw out all of my money by giving 60 days' notice. That is the full amount of the claim I had in the Industrial. Being one of the victims would consider it a great favor if you could let me, as a subscriber of your "Grocery World and General Merchant," know what you think of the transfer, and if you think I will ever realize anything from it.

They claim to be incorporated under the laws of New York State, with a capital stock of \$100,000.

Joshua T. Buttes, of 20 Vesey Street, New York, is president of the Manatauk Company.

Answer.—I advise you in the strongest way not to part with your claim against the Industrial Savings and Loan Co., certainly not for stock in a land concern.

Savings banks are rarely gutted so far as not to be able to pay a substantial dividend to depositors. The result in this case is about the average, you should get from 60 to 75 per cent. of your deposit in cash. If you transfer your claim to the Manatauk Company, you will get nothing but stock of doubtful or speculative value. The company may, as you say, permit you to draw out all your money on sixty days' notice, but then again it may not, for it may not have the money to give you when the time comes. It may not even have enough to pay interest; you have no security that it will.

Question: W. L. Benedict, Wellsville, N. Y.—After reading an article in the "Grocery World and General Merchant" on page 16 in regards to the piano deal to increase trade, I enclose a slip to you to discuss in your next issue. I have been thinking of adopting this stamp plan to get in new accounts and also to increase cash sales. Is it unlawful to use stamps in this way?

Answer.—Enclosed with the above was a description of the stamp plan as follows:—

With every 10-cent purchase we give a stamp. Save the stamps until you have a hundred and they will be bought by us for 20 cents in cash. This equals a 2 per cent. discount on all your purchases. If you trade \$10 in a month your cash discount is equal to a dividend of 24 per cent. per annum on the money.

We give the stamps with credit purchases, too. We do it in this way. Pay your account in full on or before the 20th of the month and you get stamps on it.

Come and get a card to paste your stamps on. A card holds just 100 stamps.

As I see it, there is nothing illegal about this. Certainly it is not a lottery.

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconception. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

Florida salad seems to be in slow sale, although the price is low—90 cents to \$1.25.



## SKIPPER SARDINES

### A GOOD THING

SKIPPER SARDINES are the finest Norwegian Sardines that come to this country, from a land that packs the finest Sardines in the world. Tender, spicy little fish in pure olive oil or tomato sauce. Your customers are sure to like them.

There has never been a Sardine success like SKIPPER SARDINES; why? First, because of quality, of course, but second, because we guarantee both the sale and your profit.

**Angus Watson & Co.**

SOLE PROPRIETORS "Skipper" Sardines.

1011 Chestnut Street, Philadelphia, Pa.

Branch of Angus Watson & Co., Newcastle-upon-Tyne, England



Make Your Waste  
Paper Pay Your Rent

It will do it if you use

**The Automatic  
Buckeye  
Paper Press**

Our catalog tells how

**Buckeye Baler Co.**

DEPARTMENT A  
FINDLAY, OHIO



READ ANY  
advertisement of

**Mapleine**

and you'll see why  
you can safely recom-  
mend it.

ORDER OF YOUR  
JOBBER, OR

Frank A. Smith Company  
105 South Front Street  
Philadelphia, Pa.

Crescent Mfg. Co.  
SEATTLE, WASH.



## Here's Something You Need

☞ Grocers who have not stocked Wheatena, and watched how it so quickly picks up a steady sale, regularly repeating and gradually extending, have missed a delightful merchandising experience.

☞ We say sincerely that Wheatena is the greatest repeater in the cereal line to-day.

☞ Guaranteed to the limit, paying a fine profit, Wheatena (the hearts of selected wheat) may not be out of place in your business.

**THE WHEATENA CO., Rahway, N. J.**

Member of the American Specialty Manufacturers' Association



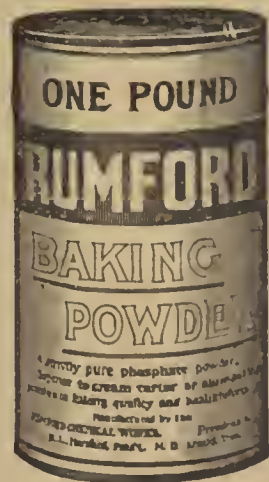
## When Rumford Baking Powders Are

in demand, when they are wholesome and nutritious, consisting only of phosphates, starch and soda, when they are the best leaveners to be found anywhere, and when they pay the profit they do,

## Why Don't You Stock and Push Them?

**RUMFORD CHEMICAL WORKS**

Providence, R. I.







### Sure, the Grocer is King, But It's a Limited Monarchy.

You know there are a bunch of people that talk about the grocer being king. "He can sell anything he wants to," they'll tell you, "and he don't need to sell anything that he don't want to."

They give you this when you talk about grocers being forced to sell stuff by a manufacturer.

Now I ask you, can a grocer sell what he wants to sell and turn down what he don't want to sell? I'll answer it myself—he can, with some stuff, and you bet he can not, with some other stuff.

He can sell any blamed brand of canned tomatoes he wants to, so long as it's good, and he can have a new brand every week and not a soul will kick. Chance is they won't even know it.

You know the reason why—canned tomatoes ain't been advertised like some other things, and nobody knows anything about one brand more than another one.

But what about such things as soap, that has been advertised in every old sheet and on every old fence from here to San Francisco? Can a grocer throw a thing like that out?

Listen to what a customer of mine who tried to do that told me about it last week.

His store is in a town where I usually have to stay over night. I got in there late, and didn't strike his store until about half past five.

One of the boys told me the boss was back in his office and I went back there.

"What's ailing you?" I said, "you look all in."

"I am," he said, and he sure was tired. "If we haven't had one day in the store may I be sent to jail! Whew!"

"Glad business is so good," I said, "that means a bully big order for me."

"It wasn't that at all," he said, "we were simply trying out a new

scheme of mine. I'll bet we all go to sleep without rocking tonight."

Now the scheme was this. He had read in some paper an article about how the time had come when a grocer ought to take up every article he sold and figure up to see whether it was paying him or not, and if it wasn't, he ought to throw it out, no matter what happened.

"I went into that the other night," he said, "and I found that Jenkins' soap was losing me about one-sixteenth of a cent on every cake. It's very much called for, and the price is cut, and when I figured in the expense of doing business I was losing on every sale. I made up my mind I'd see if I could throw it out, and that's what we've been doing today."

Jenkins ain't the name of the soap he said. I ain't going to give it any free advertising in this column that's widely read from shore to shore. The people that make it never sent me any birthday cakes.

"Tell me how you went about it," I said.

"I put in another brand that there was reason to think was better," he said. "I could sell it at the same price Jenkins sold at, and make a little money. Cost about thirty cents a box less. I told all my clerks about it, and told them when anybody called for Jenkins to say we weren't handling it any more and to push the other for all it was worth."

"Didn't you even have any Jenkins on hand?" I asked.

"Not a cake," he said, "you know how that would have worked out. Clerks are all alike. They'd make a half-hearted try to sell the other, but if it wouldn't do they'd hand out Jenkins. No,

sir, I burned my bridge behind me. The scheme was to sell the

new brand if we could, and if we couldn't to sell nothing."

"Some nervy scheme," I said. "Well, tell me how it worked out."

"Oh, I kept account," he said, "and I have it right here. Thirty customers asked for Jenkins soap, from one cake up to five. They all got the same story—here was a better brand at the same price. We got sixteen to take the new brand and the rest took nothing. That is, they brought the rest of the order, but not soap. I suppose they went somewhere else and got it."

"Every one of the thirty had to be canvassed like any other new proposition. I talked with one woman twenty minutes about that thing alone. Then I didn't land her."

"How many asked you why you'd dropped Jenkins?" I asked.

"Every one; I kept count of that especially. We told them we couldn't handle it with satisfaction to ourselves, but didn't go any further into details. You can't tell people you're throwing good stuff out because it don't pay you enough."

"Now we're not done yet," he said. "The new soap is every bit as good as Jenkins—there's no doubt about that at all—but no two soaps work exactly alike and they'll all use it like they used Jenkins, and it may not give the same satisfaction until they get on to it. Chance is that a good part of the sixteen, after using it once, will come in and say they don't like it as well. Then we'll have it all to go over. I don't know—I'm beginning to be a little skeptical about it."

"What about the fourteen that didn't take it?" I said.

"There's another thing. They're going to get it, and it's dangerous to let your customers go into another store for any-

thing. No live man is going to sell soap alone that he loses money on. It's like the jobbers with their sugar. They're going to plug mighty hard to sell other stuff at the same time."

"How much did you save by the day's work?" I asked.

"I figured that out, too," he said. "We saved just twenty-six cents by tiring everybody to death."

"Well, what d'ye think you'd do?"

"I don't know; I'll have to think it out."

Take it from me, here's what he'll do. He'll go back to Jenkins as sure as I ain't a little tin whistle. Who wouldn't? If things are so you've got to lose something, I'd rather it would be twenty-six cents than my voice and my muscle. Ain't that right?

THE STROLLER.

### First Parcels Post Egg Scheme is Born and Dies.

**Pennsylvania Concern that Started Out to Sell "Fresh Eggs Direct from Farm to Consumer by Parcels Post," Finds that "the Postage and Required Shipping Boxes" Eat Up All Chance of Profit.**

The first parcels post egg scheme to appear since the new law became operative on January 1st has died a-borning. Here it is, in a want advertisement appearing in the Philadelphia Sunday papers on January 5th:—

#### EGGS

**FRESH EGGS** direct from farm to consumer by parcel post. For full particulars address Frey's Poultry Yards, Lititz, Pa.

Among the first requests for particulars went one from a representative of this journal. Nothing happened for several days, and another request for particulars was sent. Then this came:—

Lititz, Pa., Jan. 13, 1913.

Dear Sir:—I'm sorry, but have decided not to sell eggs by parcel post. The postage and required shipping boxes will out-balance a reasonable price.

Yours respectfully,

FREY'S POULTRY YARDS.

Per Nate W. Frey.

Florida oranges are doing better, partly by reason of the crop freeze in California. California however, sends very few oranges East just at this time. Fancy Florida oranges will now bring up to \$4, and choice fruit from \$2 to \$3. The demand is fair.

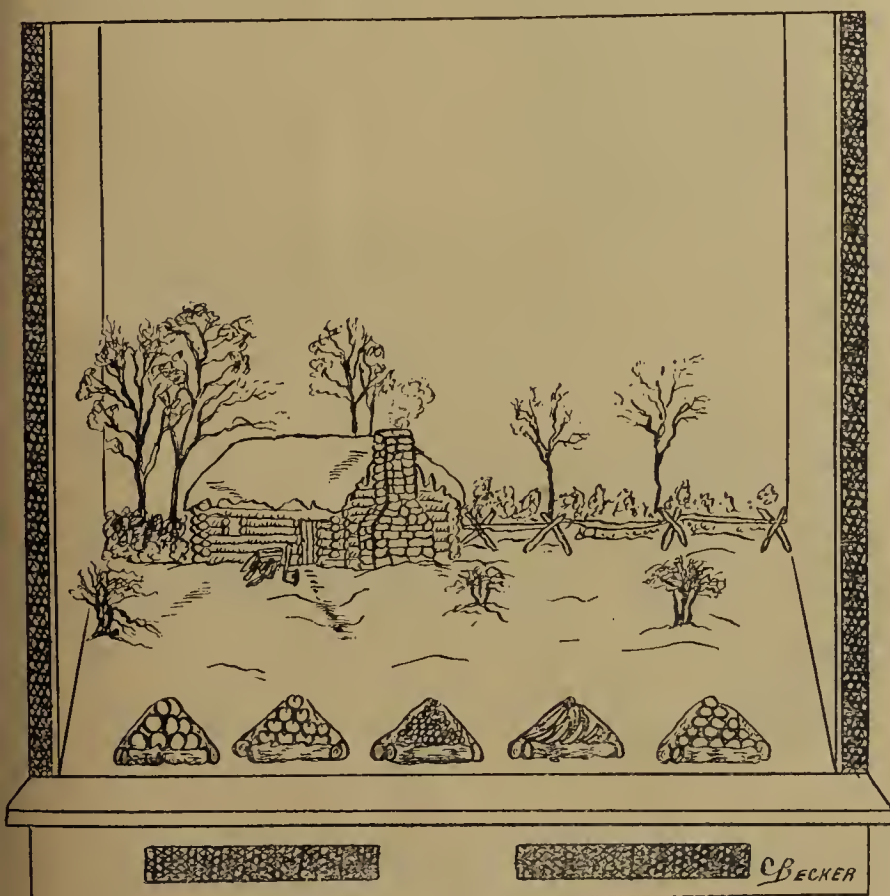




### Two Lincoln Birthday Displays.

#### No. 1.

The log cabin display is arranged as follows: First build the frame of small branches or saplings to suit the size of the window; one foot wide and two feet long and about one and one-half feet high will answer for the average window. Notch the little logs or sticks at each end and fit them together. The old-fashioned chimney that is built on the side is made of dark gray paper. Use a very small brush and some white paint and you can imitate mortar between the stones. Paint the stones irregular, as though the stones were different sizes. Place some pasteboard inside to cover up the cracks so the light will not shine



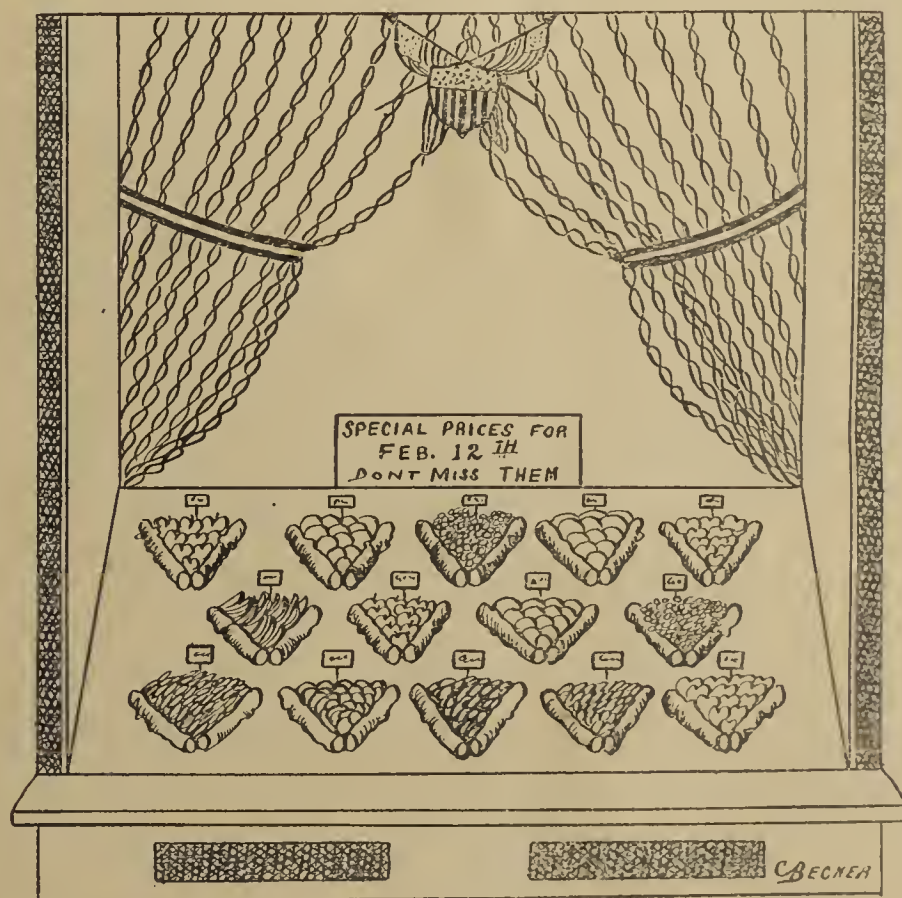
through. Make a tiny window and door at one side. Place an electric light inside, allowing the light to shine through the window and the tiny open door. Cover the bottom of the window with roll cotton and here and there place a small mound of paper or a little bag—this will give the snow a better appearance than if it were flat. Place the cabin on a slight elevation in one corner. The roof is of pasteboard and covered with cotton; let it hang in rough ends or points along the edges. Aside of the door place a tiny woodpile and a tiny axe, which is cut from a small piece of wood. A little silver paint will make the display look real.

At the rear end of the house place a little shrubbery or green bushes and some tall branches to look like trees. Along the rear place a quaint old fence, as illustrated, with some bushes back of it; and a couple of trees not as large as those used at the back of the house. Here and there over the snow place some small twigs or little bushes. Place some cotton on the bushes and trees. Place small

triangles of round pieces of wood cut to look like tiny logs along the front of the window. Fill them with fresh fruit. This done sprinkle artificial snow over the cotton. Now make the background of blue crepe paper from the top of the window to the bottom; also the one side where the bushes and trees are at the house.

#### No. 2.

Lincoln's Birthday is next on the list. Don't forget to use the colors and the log cabin that we think of in connection with his birthday. Here are two good suggestions for window displays:



The special price window is novel and striking. To arrange it, first make a slant of boards to fill the bottom of the window. Make the slant pretty high in the rear—the larger the window the higher the slant. You must use your own judgment for this. After the slant is arranged cover it with roll cotton. Cut small saplings or thick branches of a tree in pieces about ten inches long and place them on the slant as illustrated. They are held in position by placing them against some wire nails driven in the slant; the nails can be hid with the cotton. Fill them with fresh fruits or evaporated ones, figs or dates. Place a small price tag on the end of a tiny stick or twig and place it towards the rear of each little triangle of fruit. Sprinkle a little artificial snow over the cotton. Place a neat sign card in the centre at the rear, with lettering as illustrated. The background is arranged with twisted strips of red, white and blue crepe paper, tied towards the side a little with red, white and blue ribbon. Finish at the top in the center with crossed flags and a shield.



## WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

### FOR SALE.

FOR SALE.—New American Cash Register, cost \$135, will sell at a very low figure. Also 20 cases of canned goods, peas, tomatoes, syrups, etc. Will sell the lot very low to make quick sale. S. E. corner Simpson St. and Greenway Ave., West Phila. 3

FOR SALE.—Troemner Electric Coffee Mill for direct current, both for pulverizing and granulating. American Slicer in A1 condition. Also Dayton Computing Scales and a rebuilt No. 18 Star Coffee Mill. All at one-half price. Guaranteed to be in good condition. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. tf

FOR SALE.—Stock and fixtures of an old established grocery store. Will sell for \$1,150, if sold at once. Rent \$11 per month. 5113 Lancaster Ave., West Philadelphia, Pa. 9

FOR SALE.—Stock, fixtures and property of a butcher and provision store doing a good business. Owner wishes to move to the country. To a quick buyer will sell for the low figure of \$8,500. Cor. Fifth and Twenty-third Sts., Philadelphia, Pa. 8

FOR SALE.—Stock and fixtures of a grocery and provision store. Has a good trade in cigars and tobacco. Would be a good place for fresh meats. Large, roomy house and cellar. Will sell to a quick buyer for \$1,200. Rent, \$35 per month. N. E. cor. Sixth and Porter Sts., Philadelphia, Pa. 8

FOR SALE.—Stock and fixtures of grocery and provision store. Would make good stand for fresh meats. Will sell at a low figure, \$675, if sold at once. Seven rooms and all conveniences. Rent, \$25 per month. Cor. Washington and Alden Sts., West Philadelphia, Pa. 8

FOR SALE.—Stock and fixtures of general store. All new, just recently put in. Located in the best business place of Slatington. Doing a nice business. Best of reasons for selling. Address P. O. Box 454, Slatington, Pa. 8

FOR SALE.—A John Wanamaker parcel delivery wagon, in perfect condition. Will sell at a low figure, \$110, or will exchange for a light weight wagon. 6217 Lancaster Ave., Overbrook Grocery Store, West Philadelphia, Pa. 4

FOR SALE.—Stock and fixtures of grocery, provision and fresh meats. Will sell at low figure, \$1,275, if sold at once. Corner Gratz and Dauphin Sts., Philadelphia, Pa. 4

FOR SALE.—General store property, together with a first-class, up-to-date stock of about \$3,000 worth of merchandise. The store is 30x60 feet, with a good front and basement whole size of building, with nice laid wall and a very nice suite of seven living rooms over the store. Store and living rooms are lighted with acetylene gas. The lot is one-half acre and there is a good sized

barn in good condition. The store alone cost \$3,000 to build twelve years ago, when lumber was much cheaper than now. This is located in a good farming community in a small town with only one small grocery as competition. There is a milk station, which is patronized by farmers of the surrounding country and brings them to town every morning the year around. Railroad station close by store. This is the right location for anyone who wishes to make money. Will take \$3,500 for real estate and stock at inventory. Reason for selling, other business. Address Fred G. Mix, R. F. D. No. 3, Owego, Tioga Co., New York. 5

FOR SALE.—Grocery, cigars and confectionery. Excellent stand for delicatessen. Ten rooms, all rented, at subway and elevated. Cause for sale, sickness. If sold now will sell for \$950. Apply B. W., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 9

FOR SALE.—Stock and fixtures of an old established corner grocery and provision store. Would do well with fresh meats. To a quick buyer will sell for \$850. Dwelling contains six rooms and bath, rent \$32 per month. Cor. Fifty-third St. and Westminster Ave., West Philadelphia. 5

FOR SALE.—120 light Springfield Gas Machine, complete, with mixer, etc. Out of business the only reason for selling. Frank Garrigues, Moorestown, N. J. 3

FOR SALE.—General store stock and stand for sale in the busy cement region. Address, C. A. Fegely, Cementon, Lehigh Co., Pa. 5

FOR SALE.—Stock and fixtures of an old corner grocery and provision store. Would do well with fresh meats and delicatessen. Will sell to a quick buyer for \$525. Rent, \$35 per month; 8 rooms. 1801 N. Twenty-seventh St., Philadelphia, Pa. 9

### SITUATION WANTED.

WANTED.—Young married man wants steady position as manager and clerk in cut price chain store. Best reference. Address R. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 3

### AGENTS WANTED.

WANTED.—Salesmen. Easy money made at spare moments selling fruits, nuts and vegetables on commission basis for the "best house in Philadelphia," and not interfere with your regular position. Write quick for full particulars. Representative wanted in every town in Pennsylvania. Address, Edgar J. Thomas, 250 S. Front St., Philadelphia, Pa. tf

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When a customer once learns that she will get uniform results and better bread-stuffs by using

**FLEISCHMANN'S YEAST** your sales of butter, eggs, flour, sugar and like products used in baking will go up along with your sales of our Yeast. This is worth while, isn't it?

The Fleischmann Co. New York City

## PATENTS

and Trade-marks procured promptly properly in all countries.

Davis & Davis, Washington, D. C.

## MANY GROCERS

Find it pays them to read "good stuff" in

The Advertising World  
Columbus, Ohio

Sample free, or four months' trial for 10 c.

## You Need These Fruit Bins



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PER DOZEN

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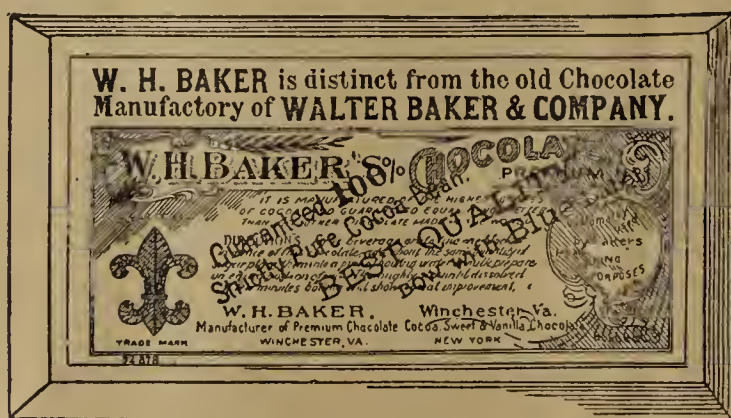
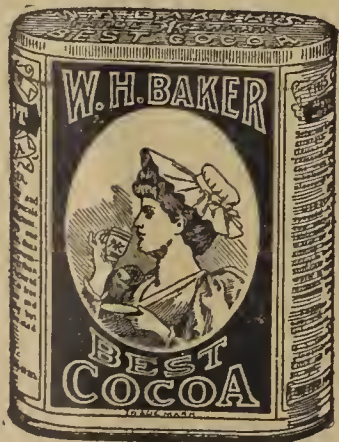
use them? Even if you do not want them generally you have a lot of troublesome customers whose accounts would be taken care of automatically if you had our

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## Chocolate and Cocoa Preparations

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Guaranteed Under the Food and Drugs Act, June 30, 1906

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

## General Merchant

Entered at the Philadelphia Post-Office as Second-class Matter.

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## Revolution in Proposed New Food Legislation for Pennsylvania

**Six Bills Introduced in Legislature Forbidding Benzoate of Soda and Sulphur Dioxide and Abolishing Retailers' Guarantee Clause. Other Bills Regulate Rotten Eggs, Soft Drinks, Condensed Milk and Cold Storage Foods.**

Some of the most radical food legislation ever introduced in the Pennsylvania Legislature was introduced last Tuesday, under the auspices of the Dairy and Food Department. It completely overturns present food law conditions. Five bills in all were introduced, one a new general food law, one a rotten egg law, one a law to label and date cold storage foods, one a soft drinks bill, one a bill regulating the sale and preparation of foods in hotels, restaurants and dining cars, and one a bill regulating the quality of condensed milk and milk powders. Bills along the same line were also introduced by other members.

The "Grocery World and General Merchant" has obtained copies of all these and presents them below:—

### GENERAL FOOD LAW.

The points about this are that it destroys the right to use benzoate of soda and sulphur dioxide, which a large variety of foods now contain; also that it abolishes the retailer's guarantee clause; also that all food packed in containers of any character must bear a statement of net weight of contents. This is the full text of the act:—

#### AN ACT

Relating to food, defining food, providing for the protection of the public health and the prevention of fraud and deception, by prohibiting the manufacture or sale, the offering for sale or exposing for sale, or the having in possession with intent to sell, of adulterated, misbranded or deleterious foods, and of foods short in weight or measure, prescribing certain duties of the Dairy and Food Commissioner in reference thereto, and providing penalties for the violation thereof.

Section 1. Be it enacted by the Senate and House of Representatives in general assembly met, and is hereby enacted by authority of the same, That it shall be unlawful for any person, firm, co-partnership, limited partnership, joint stock company or corporate body, by himself, herself, itself or themselves, or by his, her, its or their agents, servants or employees, to manufacture, sell, offer for sale, expose for sale or have in possession with in-

tent to sell, any articles of food which is adulterated or misbranded, or of foods short in weight or measure, within the meaning of this act.

Sec. 2. That the term "food," as used in this act, shall include not only every article used for food by man, but also every article used for, or entering into the composition of, or intended for use as an ingredient in the preparation of food for man.

That the term "person," as used in this act, shall include individuals, firms, co-partnerships, limited partnerships, joint stock companies and bodies corporate, as well as all officers, agents, servants, employees, or others acting for any of the same, and shall be taken as applying in the singular or plural as the case may require.

Sec. 3. That for the purpose of this act an article of food shall be deemed to be adulterated:—

First.—If any substance has been mixed or packed with it so as to reduce or lower or injuriously affect its quality, strength or purity.

Second.—If any substance has been substituted, wholly or in part, for the article.

Third.—If any valuable constituent of the article has been, wholly or in part, abstracted.

Fourth.—If it be mixed, colored or changed in color, coated, polished, powdered, stained or bleached, whereby damage or inferiority is concealed, or so as to deceive or mislead the purchaser, or if by any means it is made to appear better or of greater value than it is.

Fifth.—If it contains any added sulphurous acid, sulphur dioxide or sulphate, benzoic acid, sodium benzoate or other benzoate, boric acid or borate, salicylic acid or salicylate, formaldehyde, hydrofluoric acid or fluoride, fluoborate, fluosilicate or other fluorine compound, dulcin, glucin, saccharin, talc, compound of copper, betanaphthol, hydronaphthol, abrostol, asapol, alum or any compound of aluminium, oxide of nitrogen, nitrous acid or nitrite, pyroligneous acid, coal-tar dye, resinous glaze, or other ingredient deleterious to health, and, in the case of candy, if it contains alcoholic liquor or alcohol; provided, that nothing in this act shall be construed to prohibit the use of common salt, sugar, wine vinegar, cider vinegar, malt vinegar, sugar vinegar, distilled vinegar, spices or their essential oils, edible oils, edible fats or wood smoke applied directly as generated.

Sixth.—If, in the case of manufactured foods, it is diseased, contaminated, filthy or decomposed, or contains any diseased, contaminated, filthy or decomposed substance, or is manufactured in whole or in part from a diseased, contaminated, filthy or decomposed substance, or if it is made, stored, transported or kept in a way or manner that may render the article diseased, contaminated, filthy or unwholesome, or if it is a product of a diseased animal or a product of an

animal which has died otherwise than by slaughter.

Seventh.—If, in the case of non-manufactured foods, 5 per cent. or more of the units composing the same are manifestly diseased, decayed, decomposed, contaminated or filthy, and said objectionable units shall not, with reasonable diligence, have been sorted out and destroyed by the vendor before said non-manufactured food is offered or exposed for sale or used for food manufacture, or if the food is produced, stored, transported or kept in a way or manner that may render the same diseased, contaminated, filthy or unwholesome, or if in the case of meat, poultry, game, fish or shellfish, it is diseased, decayed, decomposed, contaminated or unwholesome, or is part of an animal that has died otherwise than by slaughter.

Sec. 4. That for the purpose of this act an article shall be deemed to be misbranded:—

First.—If it be an imitation of or offered for sale under the name of another article.

Second.—If it is labeled or branded so that it may deceive or mislead the purchaser, or purport to be a foreign product, when not so, or if the contents of the package as originally put up shall have been removed, in whole or in part, and other inferior contents shall have been placed in such package.

Third.—If the package containing it, or its label, shall bear any statement, design or device regarding the substances or ingredients contained therein, which statement, design or device shall be false or misleading in any particular.

Fourth.—If it be a mixture or compound now or hereafter known as an article of food and be not labeled or branded with a statement that it is a mixture or compound, together with a statement of the substances entering into said mixture or compound; provided, that nothing in this act shall be construed as requiring or compelling the proprietors, manufacturers or sellers of proprietary foods to disclose their trade formulas, except in so far as may be necessary under the provisions of this act to avoid adulteration, imitation or misbranding.

Fifth.—All labels of packages required by this act shall be placed only on the fronts or backs of each package or container, and in type not less than eight point, briefer caps, in size, and in such position and terms as may be easily read and understood by the purchaser.

Sec. 5. Every article of food packed for sale and retailed in containers of any description shall bear upon the container a plainly legible statement of the net weight of its contents, or of the net volume thereof, and of the name and address of the manufacturer or producer thereof.

Sec. 6. That any person who shall violate any of the provisions of this act shall be guilty of a misdemeanor, and upon conviction thereof shall be sentenced to pay a fine of not less than \$50 nor more than \$200, or to undergo an imprisonment of not less than thirty days nor more than sixty days, or both or either, at the discretion of the court.

Sec. 7. The Dairy and Food Commissioner of the State shall be charged with the enforcement of the provisions of this act.

Sec. 8. All fines and penalties imposed and recovered for the violation of any of the provisions of this act shall be paid to the Dairy and Food Commissioner or his agent, and by the Dairy and Food

Commissioner be paid into the State Treasury for the use of the Commonwealth.

Sec. 9. That the Act of Assembly entitled "An Act relating to food, defining food, providing for the protection of the public health and the prevention of fraud and deception by prohibiting the manufacture or sale, the offering for sale or exposing for sale, or the having in possession with intent to sell of adulterated, misbranded or deleterious foods, prescribing certain duties of the Dairy and Food Commissioner in reference thereto, and providing penalties for the violation thereof," approved the 13th day of May, A. D. 1909, be and the same is hereby repealed.

### COLD STORAGE FOOD ACT.

This act, in brief, requires all poultry, game, eggs and fish kept in cold storage, to say so on their label. This is the text:—

#### AN ACT

For the protection of the public health and the prevention of fraud and deception by regulating the sale of cold storage poultry, game, eggs and fish, providing penalties for the violation thereof and providing for the enforcement thereof.

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in general assembly met, and it is hereby enacted by the authority of the same, That it shall be unlawful for any person, firm or corporate body, by himself, herself, itself or themselves, or by his, her, its or their agents, servants or employees, to sell or offer for sale any cold storage poultry, cold storage game, sold storage eggs or cold storage fish, as hereinafter defined, unless the same be delivered to the purchaser in crates, buckets, receptacles, vessels or wrappers plainly stamped on the outside thereof in letters not less than one-half inch in length and plainly exposed to view, the words: "Cold Storage Poultry," "Cold Storage Game," "Cold Storage Eggs" or "Cold Storage Fish," as the case may be.

Sec. 2. The term "Cold Storage Poultry," "Cold Storage Game," "Cold Storage Eggs" or "Cold Storage Fish," as used herein, shall include all poultry, game, eggs and fish which have been placed in cold storage to be kept and preserved until such time as they may be placed on the market or offered for sale; provided, however, that nothing in this act shall be construed to prohibit the shipping, consigning or transporting of fresh poultry, game, eggs or fish in properly refrigerated cars, within this State, to points of destination, nor when received, to prohibit the same being held in a cooling room for a period of forty-eight hours; and provided further, that nothing in this act shall be construed to prohibit the keeping of fresh poultry, game, eggs or fish in ice boxes or refrigerators in retail stores while the same is offered for sale or exposed for sale.

Sec. 3. That any person who shall violate any of the provisions of this act shall be guilty of a misdemeanor, and upon conviction thereof shall be sentenced to pay a fine of not less than \$50 nor more than \$200, or to undergo an imprisonment of not less than thirty days nor more than sixty days, or both or either, at the discretion of the court.

Sec. 4. That the Dairy and Food Commissioner shall be charged



# The Grocer Gets His Money



**When the Customer Gets a Receipt.**

The "Get a Receipt" plan compels the giving of a correctly printed receipt to the customer, which means that there are corresponding and unchangeable records inside the register for the grocer and the clerk.

The customer's printed receipt, the clerk's receipt on the sales-strip, and the grocer's receipt on the adding wheels, are all made by the same operation of the register and therefore must be the same.

## The Customer's Receipt

014 MAY 15

★K - 1.00

W. S. JOHNSON  
416 Fourth Ave.

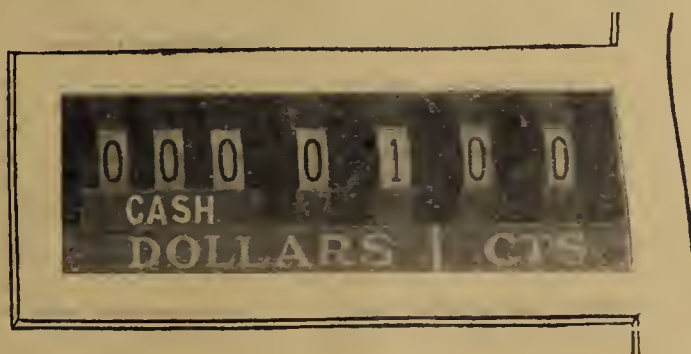
Keep This Receipt  
It is your Protection

WATCH FOR  
ANNOUNCEMENT

(over)

This receipt which goes to the customer, is printed by the register.

## The Grocer's Receipt

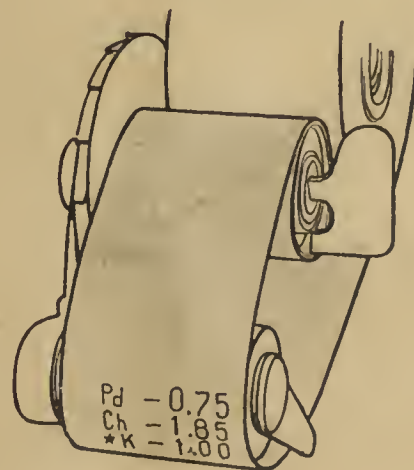


These are the adding wheels which must show the same record as the receipt. They are the grocer's receipt for a correct unchangeable record.

National Cash Registers range in price from \$20 to \$790.

Write for complete information about the "Get a Receipt" plan.

## The Clerk's Receipt



The sales-strip, which must show the same record as the customer's receipt and the adding wheels, is the clerk's receipt for having handled the transaction correctly.

**The National Cash Register Company**



with the enforcement of the provisions of this act.

Sec. 5. That all fines and penalties imposed and recovered for the violation of any of the provisions of this act shall be paid to the Dairy and Food Commissioner, or his agent, and when so collected and paid shall thereafter be, by the Dairy and Food Commissioner, paid into the State Treasury for the use of the Commonwealth.

#### THE ROTTEN EGG ACT.

This act forbids the sale of rotten eggs for any purpose unless they first be treated with kerosene. This would allow them to be sold for tanning, but not for food:—

#### AN ACT

Supplementary to an act, entitled "An Act for the protection of the public health, by prohibiting the sale, offering for sale, exposing for sale, or having in possession with intent to sell, of eggs unfit for food, as therein defined, and prohibiting the use of such eggs in the preparation of food products, providing penalties for the violation thereof and providing for the enforcement thereof," approved the 11th day of March, A. D. 1909, providing for the denaturing by kerosene of all eggs unfit for food, within the meaning of said act, and providing penalties for the violation thereof.

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in general assembly met, and it is hereby enacted by the authority of the same, That it shall be unlawful for any person, firm or corporate body, by himself, herself, itself or themselves, or by his, her, its or their agents, servants or employees to sell, offer for sale, expose for sale or have in possession with intent to sell, eggs that are unfit for food within the meaning of an act entitled "An Act for the protection of the public health by prohibiting the sale, offering for sale, exposing for sale or having in possession with intent to sell, of eggs unfit for food, as therein defined, and prohibiting the use of such eggs in the preparation of food products, providing penalties for the violation thereof and providing for the enforcement thereof," approved the 11th day of March, A. D. 1909, for any purpose, use, cause or reason whatsoever, unless the same shall have first been denatured with a sufficient quantity of kerosene to render all of the same unfit for use in the preparation of food and food products, and further providing that the shells of all such eggs that may be unfit for food, as hereinbefore mentioned, shall first be removed or broken, by smashing or otherwise, so as to permit of a free impregnation of the whole of the egg substance by the denaturing fluid; and all persons violating any of the provisions hereof shall be guilty of a misdemeanor and subject to the same penalties as provided in the act to which this is a supplement.

#### THE CONDENSED MILK BILL.

The main purpose of this act is to prescribe standards for all grades of condensed milk:—

#### AN ACT

For the protection of the public health and the prevention of fraud and deception in the man-

ufacture, labeling or sale of milk products, defining such milk products, fixing the standards thereof and providing penalties for the violation of the provisions of the act.

Section 1. Be it enacted by the Senate and House of Representatives in general assembly met, and it is hereby enacted by authority of the same, That it shall be unlawful for any person or persons, firm or corporate body, by himself, herself or themselves, or by his, her or their agents, servants or employees, to sell, offer or expose for sale, or have in possession with intent to sell as such, any condensed milk, evaporated milk, sweetened condensed milk, condensed skim milk, evaporated skim milk, dried milk, desiccated milk, milk powder, dried skim milk, desiccated skim milk, skim milk powder that does not conform to the requirements of this act as respects nature, composition, condition and labeling or branding.

Sec. 3. For the purposes of this act the milk products named in Section 1 hereof are defined and standardized as follows:—

1. Condensed milk, evaporated milk, is milk from which a considerable portion of its water has been evaporated and contains not less than 7.8 per cent. of milk fat nor less than 34.3 per cent. of milk solids and milk fat collectively.

2. Sweetened condensed milk is milk from which a considerable portion of its water has been evaporated and contains not less than 28 per cent. of milk solids, of which not less than 27.5 per cent. is milk fat.

3. Condensed skim milk, evaporated skim milk, is skim milk from which a considerable portion of its water has been evaporated.

4. Dried milk, desiccated milk, milk powder, is milk from which practically all of its water has been evaporated, and the residual solids reduced to powdery condition.

5. Dried skim milk, desiccated skim milk, skim milk powder, is skim milk from which practically all of its water has been evaporated and the residual solids reduced to powdery condition.

Sec. 3. All milk used for the manufacture of condensed milk, evaporated milk, sweetened condensed milk, dried milk, desiccated milk or milk powder, shall be the fresh, clean lacteal secretion obtained by the complete milking of one or more healthy cows, properly fed and kept, excluding that obtained fifteen days before and seven days after calving, or for such longer period thereafter as shall be necessary to restore the cow or cows to normal milk producing condition, and must be kept free from added substance of any kind, whether for preservation, neutralizing, coloring or other purposes. All skim milk used for the manufacture of condensed skim milk, dried skim milk, desiccated skim milk or skim milk powder, shall be milk as above defined, even from which a part of its cream has been removed, and must likewise be kept free from added substances of any kind, from injurious fermentation and from contamination injurious to its edible qualities and sanitary condition.

Sec. 4. The several milk products defined in Section 2 hereof, shall, when sold, offered or exposed for sale, be free from spoilages of any kind, whether because of imperfections in manufacture or because of subsequent conditions of handling or keeping.

Sec. 5. All containers in which any of the several substances enum-

erated in Section 1 of this act is originally packed for retail sale, shall have labels containing a plainly legible statement, including the name of the product, the name and address of the manufacturer thereof, the net weight of the package contents and a statement of the volume of water that must be added to a unit volume of the contained manufactured product to bring its concentration back to that of white milk containing not less than 12 per cent. of total milk solids and not less than 3.25 per cent. of milk fat.

Sec. 6. That any person who shall violate any of the provisions of this act shall be guilty of a misdemeanor, and upon conviction thereof shall be sentenced to pay a fine of not less than \$50 nor more than \$200, or to undergo an imprisonment of not less than thirty days nor more than sixty days, or both or either, at the discretion of the court.

Sec. 7. The Dairy and Food Commissioner shall be charged with the enforcement of this act, shall cause samples of commercial products of the kind enumerated in Section 1 hereof to be purchased and analyzed, and shall publish the results of such examinations.

Sec. 8. All fines and penalties imposed and recovered for the violation of any of the provisions of this act shall be paid to the Dairy and Food Commissioner, or his agent, and by the Dairy and Food Commissioner be paid into the State Treasury for the use of the Commonwealth.

#### THE SOFT DRINK BILL.

This forbids the sale of adulterated or misbranded soft drinks, and defines what will be considered adulteration:—

#### AN ACT

Relating to non-alcoholic drinks, defining the same and prohibiting the manufacture, sale, offering for sale, exposing for sale, or having in possession with intent to sell of any adulterated or misbranded non-alcoholic drinks, and providing penalties for the violation thereof and providing for the enforcement thereof.

Section 1. Be it enacted by the Senate and House of Representatives in general assembly met, and it is hereby enacted by authority of the same, That it shall be unlawful for any person, firm or corporate body, by himself, herself, itself or themselves, or by his, her, its or their agents, servants or employees, to manufacture, sell, offer for sale, expose for sale or have in possession with intent to sell, any article of non-alcoholic drink which is adulterated or misbranded within the meaning of this act.

Sec. 2. That the term "non-alcoholic drink," as used herein, shall include carbonated beverages of all flavors, sarsaparilla, ginger ale, soda water of all flavors, lemonade, orangeade, sweet cider, root beer, grape juice and all other non-intoxicating drinks.

Sec. 3. A non-alcoholic drink shall be deemed to be adulterated within the meaning of this act if it contains any added boric acid or borate, benzoic acid or benzoate, salicylic acid or salicylate, formaldehyde, sulphur dioxide, sulphurous acid or sulphite, hydrofluoric acid or fluoride, fluoborate, fluosilicate or other fluorine compound, dulcin, glucin, saccharin, betanaphthol, hydronaphthol, abrostol, asapol, oxides of nitrogen, nitrous acid or nitrite, compound of copper, pyrolig-

neous acid, coal-tar dye, artificial flavor, artificial ether or artificial ester, saponin, soap-bark extract, or other added substance deleterious to health.

Sec. 4. The bottles or other containers in which a non-alcoholic drink is packed for retail sale shall be plainly labeled or branded, on the side of the bottle or other container, with a statement of the name of the non-alcoholic drink; provided that ginger ale, in the preparation of which capsicum or any capsicum product has been used, shall be labeled "Ginger Ale with Capsicum."

Sec. 5. That for the purpose of this act a non-alcoholic drink shall be deemed to be misbranded:—

First.—If it be an imitation of or offered for sale under the distinctive name of another article, or if it is colored or flavored in imitation of the genuine color or flavor of another substance.

Second.—If it be labeled or branded or tagged so as to deceive or mislead the purchaser.

Third.—If the bottle or receptacle containing it, or its label, shall bear any statement, design or device regarding the ingredients or the substances contained therein, which statement, design or device shall be false or misleading in any particular.

Sec. 6. That any person who shall violate any of the provisions of this act shall be guilty of a misdemeanor, and upon conviction thereof shall be sentenced to pay a fine of not less than \$25 nor more than \$100, or to undergo an imprisonment of not less than thirty days nor more than sixty days, or both or either, at the discretion of the court.

Sec. 7. The Dairy and Food Commissioner shall be charged with the enforcement of the provisions of this act.

Sec. 8. All fines and penalties imposed and recovered for any violation of any of the provisions of this act shall be paid to the Dairy and Food Commissioner, or his agent, and when so collected and paid shall thereafter be, by the Dairy and Food Commissioner, paid into the State Treasury for the use of the Commonwealth.

Sec. 9. That the Act of Assembly entitled "An Act relating to non-alcoholic drinks, defining the same and prohibiting the manufacture, sale, offering for sale, exposing for sale or having in possession with intent to sell, of any adulterated or misbranded non-alcoholic drink, and providing penalties for the violation thereof, and providing for the enforcement thereof," approved the 11th day of March, A. D. 1909, be and the same is hereby repealed.

#### HOTEL, RESTAURANT AND DINING CAR ACT.

This is aimed to prevent carelessness in serving food in hotels, restaurants and dining cars, and prescribes various means of sanitation, such as screening against flies, dust, keeping clean towels, dishes, dish cloths, etc. Persons having contagious diseases must not handle food in such places.

Other food laws somewhat similar to the above have been introduced by different members of the House and Senate during the week.

Representative Sigmund J. Gans, Philadelphia, presented



in the House making the following regulations as to the time of storage: poultry, eggs and butter, four months; pork and sheep, four months; lamb and veal, three months; poultry, drawn or un-drawn, three months; fish, three months; eggs and butter, four months. This bill will be bitterly fought by all storage interests. The bill provides that refrigerating plants shall stamp on their cans the date they were received. Fines of from \$200 to \$1,000, and imprisonment up to six months, are provided as punishments for violations of the act, and a jail term for each subsequent offense being a year without opportunity of fine. The appointment by the State Commissioner of Inspection at \$1,800 a year, and assistant at \$1,200, is proposed. Continuing laws would be repealed and the new act made effective thirty days after passage. Mr. Wiltbank, Philadelphia, introduced a bill placing storage warehouses under the control of the Department of Agriculture and providing that all

food stored shall be stamped with date.

Another net weight bill was introduced by Senator Gerberich, of Lebanon County. The bill first provides legal standards of weight and measure for everything. It provides that all containers, baskets, bags, bottles, barrels, jugs or anything in which commodities are sold shall be so marked as to show the net weight or measure of the article offered for sale. This would include cotton, wool, linen or silk.

The bill also provides that all liquid commodities shall be sold by weight, dry measure or numerical count, and that no dry commodities shall be sold by liquid measure. All devices used for measuring purposes shall plainly show the capacity of the same.

It shall be unlawful for any commodity to be misbranded as to weight, place or country where manufactured or produced, or respecting the quality or grade of the commodity. It shall also be unlawful for any person, firm or corporation with intent to defraud "to sell or offer for sale any

commodity in bulk to which no name or trade-mark shall be attached and orally or otherwise represent that such commodity is the manufacture or production of some other than the actual manufacturer or producer."

The penalties for violations of the provisions of the proposed act are not more than \$100 fine for the first offense, and not less than \$100 nor more than \$500 fine and imprisonment, or not more than 30 days for the second and each subsequent offense.

### Says Tomatoes Will Cost Over Eighty Cents to Pack in 1913.

Maryland Canned Goods Brokers Send this Journal Compilation Apparently Showing that Packers Who Are Selling Futures at Eighty Cents Are Playing With Fate.

Messrs. William Silver & Co., the Maryland canned goods brokers, have sent the "Grocery World and General Merchant" a calculation which purports to show the actual cost to the packer of putting up No. 3 tomatoes for the season of 1913. The figures are here reproduced:—

Cans at \$17.25 per M.....	.414
Cases .....	.13
Freight on cans and cases .....	.02
S. H. caps at \$1.60 per M..	.0384
Tipping solder .....	.0045
Tomatoes at \$10 per ton..	.50
Packing house labor.....	.225
Labeling, loading and unloading .....	.025
Interest, including plant...	.035
Insurance, including plant,	.03
Labels .....	.025
Coal, gas and acid.....	.025
Leaks, swells and rusties,	.01
General freight, express and incidentals.....	.015
Brokerage, commission, discount, taxes, maintenance and repair and depreciation of plant.....	.1105

Net cost per case..... 2)1.6074

Net cost per dozen... .8037

The brokers make the following comment upon their own figures: "We would call attention to the item of tomatoes which is based on 20 cases to the ton, whereas 18 cases to the ton is much nearer an average. At 18 cases per ton and \$10 per ton the total cost per dozen would be 83 cents."

Plenty of packers are now taking future orders at 80 cents, which would appear to mean that they are not acquainted with the fundamentals of their own business, or the above figures are wrong.



## It's a Pleasure to Sell Daniel Webster Flour

When you offer DANIEL WEBSTER FLOUR to a customer tell her it's better flour than she ever had before; tell her you're proud to sell it; tell her it will make a bigger loaf of bread per quantity used, that the bread will keep fresh longer—tell her that she'll find it a splendid flour for cake and pastry as well as bread. DANIEL WEBSTER FLOUR will back up your strongest recommendations, it has the *baking quality* and the *uniformity* that will please customers and bring them back. Extensive magazine and newspaper advertising has created wide demand for DANIEL WEBSTER FLOUR, and our dealer helps will enable you to turn this demand into sales. Write for our proposition to dealers.

## Eagle Roller Mill Company, New Ulm, Minn.



## What Harm Will the Parcels Post Law Do the Retail Business?

### A Variety of Opinions From Retailers From Every State in the Union. Some Feel Competition of Mail Order Houses More Than Others.

[As readers of this journal know, a parcels post law has been passed by Congress, signed by the President and became operative January 1, 1913. It allows packages weighing up to eleven pounds to be sent through the mails at much less than present rates, and is generally expected to aid the mail order houses, to the injury of the regular retail merchants, especially of the country districts. As a matter of interest, the "Grocery World and General Merchant" has asked its subscribers in all the States to express opinions on this subject, and these opinions will be published as fast as received.—Ed.]

#### WASHINGTON.

By E. H. Naden, Kent, Wash.

I believe in a parcels post as being the greatest good for the greatest number of people. From a retailer's point of view, I find that mail-order houses make but very little difference; the lowering of postage rates I think would not make any difference.

#### VERMONT.

By Wm. H. Cardell, Bristol, Vt.

It seems to me that this postal law will be the means of closing up many stores, as before this lots of the farmers and many in the villages bought all their goods through the mail-order houses.

#### ALABAMA.

By L. K. Moss, Warrior, Ala.

I am not well enough informed to give a decided opinion as to the effect of the parcels post. If it enables the consumer to get his goods cheaper and with less trouble, the dealers have no right to complain. They should either meet the competition or keep quiet. That's the way it looks to me.

#### KANSAS.

By Gus Cline, Piedmont, Kan.

Since the parcels post bill has been passed I have been looking into this question a little and will say that, in my opinion, it is a boon to the small stores, as it will reduce express rates, will hold the bulk of the order on staples for the home merchant. I have a new Montgomery Ward catalogue at hand and have been comparing their prices with mine and find that I would be only too glad to fill Montgomery Ward & Co's. orders under the same terms.

The fear of the mail-order houses has mostly left me in the last few days as I have been weighing and measuring a few articles Montgomery Ward & Co.

have advertised at cut prices and find that I have them bested. Until a few days ago I could not have told anyone the difference between Montgomery Ward & Co's. 98-cent overalls that they say sell for \$1.50 in most stores and the ones I sell for \$1. Now, to be brief, the difference is just one-half pound. Their overalls weigh 1½ pounds, while the Fitz overalls, in the dollar overalls I sell, weigh two pounds. The cotton flannel they offer at 11½ cents I find weighs five ounces to the yard; I price the same thing at 10 cents.

The thing for the small merchants to do is to stay close to the cash trade, get the money, be careful about produce, sell all perishable goods at the long profit, weigh up your dry goods against the mail-order houses, make leaders and then more leaders. I am a firm believer in leaders. Price your goods as near in line as you can with the mail-order catalogues, but get the money, that is the main thing.

I believe any merchant can meet the catalogue house's prices if they would handle the same grade of goods. But keep up the quality, talk quality, show your overalls up on a good pair of scales, point out to them that your \$1 blankets that are numbered 60 x 76 will measure 62 x 78 against a catalogue house's blankets that they say are about 64 x 76. Then make some more leaders. Have a line of prices just as the mail-order houses do, sell one can for 10 cents or three for 27 cents if possible to do so, or sell a dozen for \$1.10.

I also think it would be a good thing for the small towns to pay two prices for eggs, say 12 cents in trade or 11 cents cash. That would make an inducement for

them to trade out the most of their produce.

The worst fight will be during the next six months. Get ready for it. Be prepared to make up an assortment for \$10, just as the mail-order houses do and we will have the business at home, I think.

#### PENNSYLVANIA.

By J. W. Rittenhouse, Scranton, Pa.

I have no knowledge of any extensive business ever being done by mail-order houses in this section. True, some of the furniture houses do some, but as far as my personal knowledge goes in the matter it has never amounted to much and the goods supplied so very unsatisfactory that it has been a case of looking for new business with them all the time, not being able to hold trade.

#### GEORGIA.

By R. L. Bush, Barnesville, Ga.

Of course more people will order more from the large mail-order houses since the parcels post was passed. A great many already order a great many things and will order still more.

### Western Coffee Men Have Good Plan of Going to Public With Trade Information.

Minnesota Coffee Roasters' Organization Will Follow Suggestion Many Times Made by this Paper, that the Public Should be Regularly Given All Information Which it Was to Retailers' Interest the Public Should Know.

During the past week the Twin City, Minn., Coffee Roasters' Association has decided upon a plan which this journal suggested years ago should be done systematically by all classes of business men who sell to the general public, and whose markets fluctuate. The suggestion was that local newspapers be enlisted in an effort to tell the public of conditions which it was in the interest of retail merchants that the public should know, such as advances in primary markets, the reasons therefor, and so on. The Twin City Association will try this in the future, in the manner pointed out in the following resolutions, which have just been adopted:—

At this season of the year when good resolutions are in order, be it resolved by the Twin City Coffee Roasters' Association that we can best serve all those with whom we have any business dealings, directly or indirectly, by beginning and con-

tinuing a campaign of education along the following lines:—

1. By gathering and giving out to the public all reliable information we can get regarding actual crop and market conditions in Brazil and elsewhere; in other words, by publishing all the obtainable facts about the production, consumption, real value and present price of coffee the world over.

2. By calling attention to the system of "penny change" and "splitting nickels" in carrying on the coffee business, as the time must soon come when roaster and retailer alike will advance or reduce their prices ½ cent or 1 cent or 2 cents, as the case may be, in accordance with fluctuations in the price of green coffee, rather than make too much or too little profit by trying to furnish a coffee to retail at 25, 30, 35 and 40 cents per pound, when the price really ought to be, say, 28, 31, 35 and 38 cents per pound—or whatever price would give the dealer a fair profit on each grade, and no more.

3. By endeavoring to give the retail merchants facts and figures regarding the value of the various grades of coffee and assist them in bringing these facts before the consumers, in order, if possible, to help eliminate the consumption of cheap grades which do not give satisfaction and cost the consumer more *per cup* than the better grades because these low grades contain a great proportion of black and damaged beans, which have no coffee value and are really unfit for use.

4. By continuing the efforts already begun by this association to secure a reduction in the present high price of Brazil coffees, either by a reduction of the expenses incidental to carrying on the green coffee business, or by the reduction or abolition of export taxes and duties, bearing in mind, however, that the Brazilian planter is entitled to a fair price for his product.

The members of the Twin City Coffee Roasters' Association are really jobbers in coffee rather than retailers, but they are close enough to the public to address it along the lines suggested above.

### ASSOCIATION NEWS

#### National Association of Sugar Brokers.

The following officers have been elected by the National Association of Sugar Brokers; President, L. V. B. Cameron, New York; first vice-president, William R. Bassett, New York; second vice-president, Truman I. Palmer, Philadelphia; third vice president, Charles R. Russell, Kansas City, Mo.; treasurer, J. D. Hegeman, Jr., New York; corresponding secretary, Schuyler Miller, New York; recording secretary, D. C. Edsall, New York; directors, J. Harvey Connell, Alfred F. Gray, R. W. Withington, John C. Robertson, J. T. Brown, George Taylor, V. E. Perley, A. H. Lam born, New York; H. E. Havemeyer, Chicago, Ill.



## Demonstration As It Is Sometimes Done

Experience With a Professional Woman Exploiter of a New Coffee Preparation. Did Not Know Her Subject. Two Clerks' Innocent Misrepresentations.

A representative of the "Grocery World and General Merchant" was in one of the large central Philadelphia grocery stores last Saturday, watching a demonstration of a new coffee preparation that has recently been largely advertised.

The reporter had asked one of the regular clerks at the coffee counter some questions about it. "It has all the caffeine removed from it," said the clerk.

"Are you sure of that?" asked the reporter, "I haven't seen any such statement in the advertising."

"Oh, yes; it's printed on the can," said the clerk.

A can was brought and examined, but the statement wasn't there.

"Go around that corner to where the young lady is demonstrating," said the clerk. "She told me the caffeine was taken out."

The reporter hunted up the demonstrator and found a young woman who was able to dispense in five minutes more pure ignorance than most women can in a day.

"I understand that the caffeine is all removed from this coffee; is that true?" asked the reporter.

"Yes," said the girl, "everything injurious is removed from it and that means the caffeine."

"I think you're mistaken," said the reporter, "there are only about two brands of coffee in the country that have had the caffeine removed, and I'm very sure this isn't one. The manufacturer doesn't say so in his advertising."

"I have used this in my own family," continued the young woman, treading on safer ground now, "and I know it is not in the least injurious." Which of course the reporter didn't doubt for a minute.

The reporter picked up an open can and smelled it. It is a coarse brown powder the color of ground coffee.

"Why it has no coffee smell at all," observed the reporter. As

a matter of fact, it smelt precisely like chicory.

"You're no chemist," said the demonstrator, "or you'd know why it don't smell like coffee. I know everything that's in it."

"By the way, what grade of coffee is this?" asked the reporter.

"The very finest coffee they can buy," said the demonstrator.

That means Java and Mocha," said the reporter.

"The nearest thing they can get to Java and Mocha," she amended.

"But that's a different statement from the one you made first," was suggested. "Why don't they use Java and Mocha?"

"How much Java and Mocha comes into this country?" she said, pugnaciously, "enough to feed New York?"

"Plenty to satisfy the people that drink that grade," said the reporter and the unilluminating interview ended.

In spite of the manner in which the proposition was presented, the reporter bought a can and found it a very fair drink.

Referring to the reporter's observation that the preparation smelled like chicory, a clerk in another of the leading central Philadelphia stores, when told by the reporter of its semblance in odor to chicory, said, "well, I wouldn't be surprised if it did have a little chicory in." This store is selling lots of the preparation, according to this clerk.

The fact is that it contains no chicory whatever. The moral of the incident is that the business which this manufacturer is working so hard to build, is being undermined by his own employees and distributors, neither of which seem to have sufficient information to present the proposition intelligently and honestly.

**ELTON J. BUCKLEY**

Editor "Grocery World and General Merchant"

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609  
Keystone, Race 746

# BURK'S Pig Souse

IS A SEASONABLE SPECIALTY

Prepared fresh daily, in pans of five pounds each. The jelly is clear and transparent and free from vegetable gelatines and ill-smelling glue stock.

Contains plenty of meat and garnished with slices of lemon and parsley.

Proves attractive when turned out of the pan, and is a quick seller, saving the consumer the trouble of cooking pigs' feet, so difficult to obtain at this season of the year.

Give it a trial and be convinced.

# BURK'S Breakfast Relish

(Trade-Mark Reg. U. S. Pat. Off.)

This product is usually called "Minced Ham" by the consumer. It consists of choice, tender pieces of pork, chopped to the proper degree of fineness and stuffed in a linen container. It is smoked just long enough to acquire that pleasant and appetizing flavor which only hickory wood can impart. Weight about five pounds each.

After the bag is removed in the same manner as from our Lunch Roll, the Relish is cut in thin slices, and the only additional preparation necessary for serving is to fry it a few minutes over a hot fire.

This makes it one of the quickest, most economical and at the same time one of the most satisfying and nutritious breakfasts obtainable.

If you are not already using Burk's Breakfast Relish—give it a trial. Like all other "Burk" products—it is the best on the market.

**LOUIS BURK**  
Girard Avenue and Third Street  
PHILADELPHIA



# WITH THE EDITOR

The symposium of letters which this journal has been publishing from

**This Journal's Letters on Parcels Post.**

retail grocers and general merchants in all the States, as to whether parcels post is likely to help, hurt or not affect at all the regular retailer, ends with this issue. Almost all the States were represented in the correspondence, and if the writers of the letters know what they are talking about, the calamity prophets who have been decrying parcels post as the greatest possible menace to the small retailer, may be hopelessly mistaken. All told, merchants from forty-two States expressed opinions. Twenty-one expected to be hurt, nineteen did not, and two had no opinions because the law wasn't long enough in operation. Practically as many retailers want—or at least do not oppose—parcels post, as express themselves against it.

Possibly the line-up of States would be interesting. Merchants from the following States are against parcels post and believe it to be against regular retail interests:—

Kansas, Pennsylvania, Wyoming, Florida, Oklahoma, Alabama, Iowa, New Hampshire, Connecticut, Louisiana, Nebraska, Georgia, Maine, Indiana, Ohio, Vermont, Texas, Michigan, Maryland, New York and Oregon.

The following think it will do no harm, and some of them even believe it may do the regular retailer good:—

Kansas, Delaware, Mississippi, Wyoming, Colorado, Oklahoma, Virginia, West Virginia, Tennessee, Louisiana, New Jersey, Maine, South Dakota, South Carolina, Kentucky, Washington, Michigan, Pennsylvania and New York.

Washington and Connecticut merchants didn't know; the law might help or hurt, but they had no opinion at this time.

A few States appear in both lists. That was where merchants of contrary opinions wrote us from the same State.

This journal has always believed and believes still, that the parcels post will afford mail-order houses and large city retailers like department stores, much

greater opportunities to push their trade into the country districts, and that these houses will surely use these improved facilities to get new business which must come, unless it is created out of the air, from the local stores which have had it before.

In spite of this view, we have never believed that parcels post would prove to the rural retailer the terrible destroyer that some people have thought it would be. The chance is that in a very little while the intelligent retailer will be able to accommodate himself to the new idea so as to at least save himself loss even if he makes no gain.

Further, it is not impossible that he may find a way to make some gain.

The "Grocery World and General Merchant" has received occasional complaints, chiefly from manufacturers, who think

it unfair to publish the notices of condemnation and judgment in cases brought by the United States Government under the Federal food law. They advance several reasons, but a main one is this: they say that very frequently, when attacked by the Government for alleged adulteration or misbranding, a manufacturer, "rather than go to the expense of fighting the case, will let the matter go by default, which is the cheapest way out of the matter, although they had a

perfect defense to the Government's suit."

Then they blame the Government and the trade papers because neither of the latter can discriminate between manufacturers who let cases against them go by default because they have no defense, and manufacturers who let cases against them go by default, in spite of the fact that they have a defense, solely to save money. These two kinds of "default" are alike in the eyes of the law, for the law takes no cognizance of a defense that is not uttered.

No manufacturer who is unjustly attacked under the food law; in other words, who is not guilty and who has a defense, has any right to allow judgment to be given against him by default, merely because that is "the cheapest way out of it." Of course he has a legal right to do that; we mean that he has no right to do it and expect the public, which sees only the notice of "judgment by default," to believe him innocent.

In settling the valorization coffee matter the United States Government must either have been exceedingly stupid or insincere. By way of refreshing the reader's memory, the Brazilian Government decided a few years ago that the price of Rio and Santos coffee was so low that the growers were making no money, and that the cause of this

condition was overproduction. They accordingly arranged to remove a certain quantity of coffee from the market every year, and thus cure the overproduction and at the same time increase prices.

The plan worked so beautifully that in the last five years coffee prices have almost doubled. Last year the United States Government sued the prime movers in the scheme for conspiracy and restraint of trade. The conspirators had stored at the time nearly a million bags of coffee, which constituted the surplus held off the market for the purpose of maintaining prices.

This suit has now been settled, discontinued and ended, and the most important provision in the settlement was that the holders of the million bags should sell it and thus end their so-called monopoly. The agent of these holders in the United States was Herman Sielcken, of Crossman & Sielcken, New York, aided and abetted by Arbuckle Bros. These interests, with of course a few others, controlled the million bags on behalf of the Brazilians. Now it should have been perfectly evident that if the million bags held by these men as agents, were merely transferred to them as principals, the control which had forced up prices would remain unbroken and nothing would be accomplished. It would seem rudimentary common sense, when the Government came to dictate the sale of the coffee surplus, to say that it must be sold in such a way as to do the market and the general public some good.

Was this done? No. The whole lot of coffee was quietly—even secretly—sold to precisely the same large interests that held it before; it is still as completely off the market as it was before; the price of Rio and Santos coffee is exactly the same as before this million bags was emptied out upon it! It is true that the buyers of this coffee have resold it, or a large part of it, to smaller buyers in twenty States, but they have done so under such terms and arrangements that the public

**A. S. HERTZLER**

DEALER IN

Groceries, Provisions, Flour, Feed, Brubaker Chick Food and Powders, High Speed Rotary Washing Machines, Lawn Swings, Mowers and Seats

BELL TELEPHONE

SO. FREDERICK STREET

MECHANICSBURG, PA., Jan. 21, 1913

The Grocery World and General Merchant:

Gentlemen:—Enclosed find check for \$3.00 to cover my subscription to the "Grocery World and General Merchant" for one year.

I had mislaid my notice and had forgotten all about it, until I did not get my "Grocery World and General Merchant," then I began to look it up and found it.

Please send me this week's copy, as I cannot do without it. I remain,

Yours truly,

A. S. HERTZLER.



the general trade get no good  
t whatever.

It looks as if the mountain had  
been bored and brought forth a  
use, dead at that. Of course  
the meaning of the incident is  
clear. If a million bags of coffee  
had been honestly sold in the  
open market, the price of all the  
coffee held in stock by the inter-  
ests would have been depressed.

Complete copies of several  
proposed new food laws which  
were introduced in the Pennsyl-  
vania Legislature last Tuesday ap-  
pear in another column. One for-  
bids the sale of rotten eggs for  
any purpose until they are treated  
with kerosene, thus forever de-  
stroying the probability of using  
them for food; another estab-  
lishes standards for condensed  
milk; a third forbids adulteration  
and misbranding of soft drinks;  
a fourth regulates the sanitation  
of food served in hotels, restau-  
rants and dining cars, and a fifth  
requires cold storage poultry,  
meat, eggs and fish, though the  
period of their storing is not lim-

ited, to bear a label showing that  
they have been in storage. All  
these, in the main, are good bills,  
and will probably be received  
without opposition. This with  
the possible exception of the cold  
storage bill. The writer has  
never believed in putting a ban  
sinister—"cold storage poultry"  
—upon fowls that may not have  
been in storage more than a few  
days. In that respect, the pro-  
posed act is unfair, for it classes  
turkeys that have been in a week  
with those that have been in a  
year. Obviously they are vastly  
different products, yet under this  
act the public and the trade  
would not be able to discriminate  
between them.

The most important of the bills  
introduced is a proposed general  
food law to take the place of the  
act of 1909, which has been in  
force for four years. Why do we  
need change in the general food  
law? What serious fault has de-  
veloped in the last four years?  
Was the health of our people  
ever better, or the average qual-  
ity of the food sold within the  
Commonwealth ever higher?  
The writer is in favor of leaving

the food law as it is unless some-  
body can give good reasons for  
changing it.

There are two changes and one  
addition, all vital. First, the right  
to use benzoate of soda and sul-  
phur dioxide, given by the act of  
1909, is withdrawn. This will  
put us out of touch with the Gov-  
ernment regulations, and with the  
laws of many other States, all of  
which permit both benzoate and  
sulphur.

Second, the protection of the  
retailer's guarantee clause is re-  
moved. Under the new act it  
makes no difference whether a  
retailer gets a guarantee or not;  
he will still be prosecuted. Un-  
der the act of 1909 he would go  
free and the jobber or manufac-  
turer would be prosecuted, if the  
retailer could show that either of  
the two latter had given him a  
guarantee. This was a well-de-  
served protection, and the writer  
urges that its withdrawal is an  
unnecessary hardship. Retailers  
cannot know the character of the  
goods they buy and if they exact  
a guarantee they are doing all  
they can. Certainly they should  
not be criminally prosecuted.

The man to prosecute is the one  
who gave the false guarantee, not  
the man who was deceived by it.

The addition is a clause requir-  
ing the stamping of net weight on  
packages. This has been dis-  
cussed ad libitum and nothing  
new can be added to it. Within  
certain limitations, the net weight  
idea is good.

#### Grocery and General Store Failures Still Show Increase.

December grocery and general  
store failures still show an in-  
crease over December, 1911, es-  
pecially general store failures.  
Grocery failures only show an in-  
crease of two. The figures fol-  
low:—

General store failures—Decem-  
ber, 1912, 163; liabilities, \$1,336,-  
292; December, 1911, 129; liabili-  
ties, \$1,070,401.

Grocery failures—December,  
1912, 196; liabilities, \$868,386; de-  
cember, 1911, 194; liabilities,  
\$801,640.

Florida grapefruit ranges from  
\$2.50 to \$3.25 per box. The qual-  
ity is good and the demand ex-  
cellent.

## Franklin Carton Sugars Include All Active Selling Grades

*And are packed in 24, 48 and 60-lb. containers*

FRANKLIN CARTONS save time, prevent loss by overweight, save bags and string. We do the "factory work" of *packaging* the sugar—you do the "store work" of selling it. The saving of time, overweight and string enables you to make a positive profit on sugar instead of a loss. You can sell any grade of sugar your customers want in the convenient, sanitary carton; the capacity of the containers enables you to buy in the most convenient quantities.

**THE FRANKLIN SUGAR REFINING COMPANY, Philadelphia, Pa.**

"Your customers know FRANKLIN CARTON SUGAR means CLEAN SUGAR"





We would be pleased to have for publication in this column the ideas of our readers upon trade topics it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

### The Law Against Dishonest Advertising.

New York, Jan. 20, 1913.

To the Editor.

Dear Sir:—We notice in your recent article in regard to "Dishonest Advertising," the statement that but two States, New York and Massachusetts, have advertising laws and that in neither of these States has the law been enforced.

As far as Massachusetts is concerned, we have no knowledge of the subject, but wish to call your attention to the fact that in New York the law has been enforced. This case came up a little over a year ago, the complaint originally being made to the United States Attorney who referred it to the District Attorney of New York County. It was an anonymous communication, but was turned over to Deputy Assistant District Attorney, Lloyd F. Stryker, who was then in charge of the Court of Special Sessions.

We had called Mr. Stryker's attention to the advertising law and the necessity of an enforcement and he took this occasion to work up the case himself, have the man arrested, tried and convicted. As we remember, the advertisement related to the sale of some bankrupt stock, which was untrue in the facts as they were printed.

We also wish to call your attention to the fact that the jewelry trade was among the first to recognize the necessity of having an advertising law in all States. At the suggestion of the American and National Retail Jewelers' Association we drew a State bill founded on the New York State law, copies of which we enclose. This has been endorsed by practically all the State associations and has been introduced by the jewelers in some States, but has not been passed. Later the American National Retail Jewelers' Association asked us to draw a national advertising law, and we had our counsel do this. We enclose herewith copies of both proposed statutes. We thought perhaps that if you were collecting data upon the subject, these might interest you.

Very truly yours,

THE JEWELERS' CIRCULAR PUB. COMPANY,

T. E. Willson, Editor.

The writer does not believe that the above is sufficient evidence on

which to change his statement that the New York State law against dishonest advertising has not been enforced. When a law has been on the statute books for fifteen years, and has been enforced but once, it could hardly be said that it was enforced. "Enforced" means generally carried out.

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### Parcels Post and Retailers.

Morrisville, Pa., Jan. 22, 1913.

To the Editor.

Dear Sir:—In regard to parcels post, I feel quite sure it will be a loss to the small dealers; they can't afford to get up a catalogue and do not have the stock to warrant doing so. I believe it will benefit the large stores, as it gives them a cheaper and more convenient way to deliver their goods at a distance where they do not have to pay any tax or license, while the local dealer is forced to pay both and many others in order to do business.

It will help centralize business which, I believe, is no advantage to the country in general.

Yours truly,

E. D. TITUS.

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### Use Parcels Post to Keep Weights and Measures Honest.

New York, Jan. 17, 1913.

To the Editor.

Dear Sir:—What do you think of the enclosed suggestion concerning the parcel post, as being an avenue to force honest weights and measures? The Government is interested and therefore laws should be regulated to protect the people, whom the Government represent:—

In our desire to progress and insure for the ninety millions of people the protection of law covering weights and measures, we naturally seek every avenue that may suggest itself.

One of immediate relief, from our viewpoint, can be secured by Uncle Sam through his new duty in serving the people by the parcels post.

It strikes us that this parcels post system which is open to all people where merchandise is delivered should be under the direction of Uncle Sam, and if so

Uncle Sam has the power to see that all those who use this parcels post system will deliver quantities of goods in weight and measure as may be prescribed, it will protect the people. If they are not protected the Government should take action and prosecute under the head of using the mails for improper purposes.

At last it seems that we have developed the greatest of all detectives through this parcels post system, and if we are correct it will be the solution of the problem, as if all interested will weigh, count and measure everything they secure by parcels post and see that they get correct weight and measure as prescribed by the billing, they will open an avenue towards the condemnation by the Government of these false practices, which to-day are such a great abuse on all the people.

Think it over and lend your honest efforts towards the correction of this abuse.

Yours very truly,

D. P. WINNE Co.,

N. T. McGrane, President.

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### A Query.

Scranton, Pa., Jan. 22, 1913.

To the Editor.

Dear Sir:—I find much in your publication that interests me as an advertising man.

I have just been reading with interest the correspondence between you and "Collier's Weekly" with reference to the Westfield list. I had previously read your criticism on the list. As I understand it, your contention is that the fact that there are some pure foods not included in the list may possibly mislead readers.

As I read the back cover of your magazine I happened to see the vertically arranged advertisement of Fels soap reading "Fels soap is the only naphtha soap." Am I not correct in understanding that Procter & Gamble make a naphtha soap? If so, are you not leaving your readers under a false impression in allowing an advertiser not only to imply but to directly state that there are no other naphtha soaps? I should be very much interested to have your opinion of advertising of this kind as directed to retailers. I already know what you think of such advertising as directed to the consumer.

Very truly yours,

S. ROLAND HALL,

Principal School of Advertising, International Correspondence School.

In a nutshell, the publishers feel that they can hardly go into controversies of this sort between manufacturers, for it is between manufacturers and no one else. Fels & Co. may mean to deny

that the Procter & Gamble soap is a real naphtha; they have a perfect right to do that if they do it over their own signature.

### Pennsylvania News Items.

Items Gathered from Correspondents Etc., as to What is Going on Around Us

Dairy and Food Commissioner Foust states respecting the work of his Bureau for the year 1912 that the agents purchased and the chemists analyzed 7,197 food samples; and that there were terminated 1,049 cases for violations of the food laws. The moneys received by the Bureau from fines and license fees totaled \$136,125.49, while for the maintenance of the Bureau the expenditures were \$81,858.55, or \$54,266.94 less than the receipts. Features of special interest were numerous cases of the sale of rotten eggs in Philadelphia and Pittsburgh, the frequent discovery of benzoate of soda in excess of the amount tolerated by the present act, the occurrence of saccharin in soft drinks and the frequent misbranding of these goods; the fact that added copper is still found occasionally in imported French peas; also that a good many cases had been found in which decayed raw materials had been used in food manufacture, or in which food products had become decomposed subsequent to manufacture.

The grocers of Pittsburgh are seeking a change in the coming Legislature in the oleomargarine laws. It is desired that the State laws be amended to provide that no restrictions be imposed in the sale of oleomargarine other than requiring that it be sold in original, plainly marked packages of from one-half to five pounds each, either colored or uncolored, such packages to be plainly marked "oleomargarine." The men also seek to have removed the tax of 10 cents a pound on oleo when it is artificially colored, the only purpose of which is to make it appear palatable.

A bill repealing the mercantile tax has already been introduced in the Pennsylvania House of Representatives, Mr. Moses, of Cambria County, being the introducer.



## The New York Letter

**Trade Discusses Pending Federal Bill to Prevent Coffee Market Manipulations. Rumored Salt Consolidation. Ask Lower Dried Fruit Duties. Market Summary.**

Special Correspondence of "Grocery World and General Merchant."

New York, January 23, 1913.

In the coffee trade there is much discussion of the report from Washington that the Norris bill is to be pushed for the purpose of preventing any further operations such as those of the valorization people. Among the coffee brokers there are differences of opinion in relation to the proposed law. Although resolutions were adopted at the recent meeting of the trade in this city against the bill some of the brokers do not hesitate in saying that it should be enacted.

While the distribution of the New York coffee on the recent sale was much wider than a year ago, yet the uniform prices are limited, both here and in Washington, as evidence that the valorization scheme acts in restraint of trade.

The opinion is expressed in some quarters that by means of the recent sale the valorization bankers really got the best of the Government and that the outcome shows the weakness of the means adopted by the Government for the prosecution of the so-called trust. This is said to be the reason for the increased activity in pushing the Norris bill.

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At the annual meeting last week of the United Retail Grocers' Association of Brooklyn, the members by a unanimous vote elected Leo Winckelmann as president for the coming year. He had been the vice-president. The association then elected H. C. Menze and L. Ammeral as first and second vice-presidents. The following officers were re-elected: Recording secretary, Hy. Lohmann; financial secretary, H. C. Christgau; treasurer, H. W. Steneck.

The reports showed that the association is highly prosperous. It has made extensive improvements in its building in the last year and now has a fine, convenient home in which its work is carried on efficiently. The officers

claim to have the largest and wealthiest retail grocers' association in the country.

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About twenty-five members of the jobbing houses left last night to attend the annual meeting of the New York State Wholesale Grocers' Association, which opens to-day in Binghamton, N. Y. At this session a number of the questions of the hour are to be discussed. Papers will be read by Sylvan Slyx, of Seeman Bros.; W. K. Leech, of J. W. Matthews & Co., Newburgh, N. Y.; F. W. Hannahs, W. H. Page, Alfred H. Beckmann and others.

Reports will be presented by officers and committees: new officers will be chosen and a banquet will be given.

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The New York Fruit Exchange is making a vigorous campaign to have the duty on lemons removed or at least to get a reduction of one-half in the present duty of 1½ cents per pound. The officers have received reports from Washington, encouraging the belief that their efforts will prove effective and have met with a sympathetic response on the part of influential members of the committee which is conducting the hearings.

The committee of the fruit exchange prepared arguments on the subject, which are being distributed. The committee claims that the tariff fosters a monopoly among the California growers and keeps up prices.

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New plans have been made for handling the shipments of deciduous fruit from the Pacific Coast. These plans it is said will greatly reduce the overhead expenses and will facilitate the prompt distribution of the products. The Atlantic Fruit Distributors of New York, of which Joseph D. Giorgio is president, will handle the entire shipping output of the California Fruit Distributors, through the former company's subsidiary concerns.

The Atlantic Fruit Distributors will be the selling agent, under the new arrangement, of both the deciduous fruit and the banana business. Up to this time the banana business has been handled by the Atlantic Fruit Co., of which Mr. Giorgio is president.

It is explained that the new arrangement is not a consolidation, as the various companies will maintain separate entities.

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It is reported here that the International Salt Co. has secured control of the Detroit Salt Co. This is expected to end the conditions in the trade that have been very unsatisfactory for some time to the companies. There has been price cutting and the Western company, by entering this market, has brought about an unsettled situation.

As a result of the new control of the Western company and of other arrangements made of late, it is said that salt is likely to get back to prices which the refiners regard as normal. It is, in fact, reported that a slight advance will be made in the near future, but the rumor is not confirmed.

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Schedules in bankruptcy have been filed this week by Angelo Iraci, wholesale grocer at 97 Elizabeth street. He specialized in Italian products and most of the creditors are shippers and importers in that line. His liabilities amount to \$57,117 and assets to \$11,500, including accounts of \$7,500.

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A reduction in duties on dried fruits, nuts and beans is advocated by the New York Dried Fruit Association, which sent a committee last week to present its views at the tariff hearing in Washington.

The arguments of the committee were summed up in the following brief:—

The Dried Fruit Association of New York respectfully submits the following changes in the duties that are now levied on certain dried fruits, nuts and beans. As importers and jobbers of these commodities, we are in a position to pass along any reasonable duties that may be assessed by adding them to our selling price, and so collect them from the ultimate consumer. It may be reasonably assumed, therefore, that we approach this matter from an unbiased point of view. However wise the protective duties that were levied on such domestic products as raisins, prunes,

etc., may have been in the beginning, the excuse for continuing them on the ground of protection no longer exists, for the export trade of the United States to-day is a large factor in the dried fruit industry and in some instances a controlling one. We believe, therefore, that the changes we advocate can be safely considered from the standpoint of revenue alone.

Many of the items on which we ask a reduction have great food value, and in the case of shelled nuts their use as such is constantly increasing, and yet in many instances the present duty is equal to from 75 to 100 per cent. of their actual cash value. Other products such as dates, currants and filberts we are wholly dependent upon foreign production, as owing to geographic or climatic conditions all attempts to raise them have failed. These articles have all eminent food value and are viewed as common necessities by the working classes, while all pay a duty of from 50 to 100 per cent. in proportion to their value. Beans are distinctly a poor man's food and we ask that the duty be reduced at least by the amount we recommend.

Based on what we believe the policy of the new administration to be in the line of reducing tariff taxation, we recommend without further comment that currants, cleaned or uncleaned, be reduced from 2 cents to 1½ cents pound; almonds, shelled, be reduced from 6 cents to 3 cents pound; almonds in shell be reduced from 4 cents to 2 cents pound; filberts in shell be reduced from 3 cents to 2 cents; filberts, shelled, be reduced from 5 cents to 3 cents pound; walnuts, shelled, be reduced from 5 cents to 3 cents; walnuts, in shell, be reduced from 3 cents to 2 cents pound; figs be reduced from 2½ cents to 1 cent pound; raisins be reduced from 2½ to 1 cent pound.

Candied Citron, Orange and Lemon Peels.—That the duty be readjusted contingent upon any reduction in the duty on sugar. Dates.—That they be made free. Beans and Peas.—That the duty be reduced from 40 cents to 25 cents per bushel. Glace Fruit or Fruit Pulps.—That the present ad valorem duty be changed to a specific duty (equivalent) of 3 cents per pound.

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It is said that a bill will be presented at the present session of the Legislature looking to the establishment of a system of markets in this city in accordance with the recommendations of the commission which has been investigating the subject in connection with the high cost of living.

In newspaper reports, William Church Osborn, the chairman of the commission, is quoted as favoring a system of wholesale and retail markets conducted by some philanthropic corporation under proper supervision to limit profits.

This idea of introducing philanthropy into a business is receiving some mild ridicule among those who are giving attention to the matter. The suggestion is made in several quarters that the problem is one of business and



not that of philanthropy; and that the purpose should be so to improve the transportation and distribution facilities of the city as to eliminate as much as possible of the rehandling and trucking that add so greatly to the cost of everything in the line of food coming to New York. Wholesale markets and improved terminals are believed by many people to be the real solution of the question

as far as it can be solved in this city.

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The remarks coming from Washington about the Pure Food Board being now on a satisfactory and permanent basis for the first time awaken some smiles in the trade and among politicians. The time is so close to the change in the administration at Washington that the remarks seem a lit-

tle naive to persons who know what a lot of candidates there will be for various positions just as soon as the next President takes office.

It seems entirely likely that the Wiley controversy will be renewed in one form or another. The critics of the present order of things say that the Board of Food and Drug Inspection is not really recognized in the food law; neither is the Referee Board of Consulting Experts.

It is argued that the food law can never be a smooth working statute until these boards, or sub-boards, are either defined as to their powers and duties, or are replaced by some regularly recognized bodies. In other respects, too, many people believe that the law needs amendment.

The president-elect is on record, it is understood, as in favor of further food legislation, so there seem many reasons for believing that the present conditions will not be continued permanently by the next administration. Just what changes will be made are, of course, not even guessed at present. But there is a wide belief among people in the trade that there will be considerable food legislation by the next Congress.

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Retail grocers are not worried by the operation of the parcels post law. The parcel departments at the post offices show much activity, but the activity does not seem to be in a direction to injure the grocer to any noticeable extent.

One of the daily papers has started a new advertising department for the purpose of bringing producers and consumers closer together by using the parcels post. Special concessions are given to the advertisers in this department. If this should continue, or spread, the newspaper would probably hear from its local advertisers about these concessions in rates to outside advertisers, who may compete with local merchants.

Reports indicate that there has been more shipping of eggs to city consumers than almost any other article of food. Several companies are specializing in the shipment of eggs, guaranteed to be newly laid, to the city consumers. If the consumers could

really be persuaded that the eggs are newly laid, without doubt such companies would have a big business. People are likely to look at such matters cynically, however, and to suspect that the farmer who promises strictly fresh eggs from his farm is probably getting some of them from the city and sending them back here. City people have been so often fooled by promises of products fresh from the farm that many are skeptical, and so grocers are selling about the usual quantities of eggs.

#### SUMMARIZED MARKET CONDITIONS.

Spot coffee has not been affected much as a result of the valorization sales. The roasters have been taking hold to some extent, as they naturally prefer the old crop because of the smaller amount of shrinkage. Samples of the valorization coffee were sent to the interior and are bringing some trade, especially for the better grades of Santos. While there has been considerable steady business, yet the tone of the market in general is quiet and the brokers think that this is likely to continue until the valorization coffee is absorbed. The mild grades are in fair inquiry.

Green teas are a shade firmer as a result of the prolonging of the question as to the shipments that were seized. Formosas and other black teas are selling in a routine way. In general, the tea market is quiet and steady.

Refined sugar is being bought only for requirements. Although raws have showed a firmer tendency there is a belief among some distributors that another cut is likely to be made soon in granulated sugar. The Federal and Arbuckles are now quoting 4.55 cents for standard granulated, and although the nominal quotations of the other refineries are five points higher it is said that orders will be accepted by any of the refiners at the lower figure.

Canned vegetables are showing little activity. The local jobbers do not appear to be ready to place orders for futures. In spot goods most of the trading is among distributors, selling lots to one another to keep up assortments as required. The offerings of No. 3 Marylands at 77½ cents

## Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s  
Department Food Stores, Dover, N. J.

The Big Canned Goods Boom is all planned by canners and jobbers and the thing is to come off the first week in April. It looks like a case of "Splash as ripples don't count," because the papers all over the country are going to be full of it. The big fellows are going to spend a pile of money and if we are smart enough to get into the spirit of the thing and work with them we'll clean up more canned goods by the end of June than we ever did in our history. You'll learn more about canned goods this year than you ever learned. So will the consumer.

"Straight Talks" has maintained time and again that such a campaign is sorely needed. Welcome it with all your heart. It will be a grand educational work. It's amazing the number of people that remain in total ignorance of the goodness and economy of canned goods other than the established kinds—peas, corn and tomatoes.

So the boom is coming; begin now and work up to the final week—and long after.

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**Store Advertising.**—Whether your store does newspaper or handbill advertising, it's up to you to follow it up. How? By displaying the goods advertised. By talking them. By having a dozen or so of the ads. stuck around the goods. Writing and printing the ad. isn't everything. You, yourself, must follow it up.

It's a serious business. It costs money to tell the public in print what you've got. And the public are big forgetters. Let them understand that your handbill or your newspaper announcement was sent out for business.

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**New Customers.**—This is the month to get new trade. Resolutions are in order. Men and women are on the economy as well as on the water wagon. Look out. Do some talking. Do some good, sound, sensible, hard arguing for your store. If it's a cleaner store; if it carries better goods; has a better delivery; sells lower and has better and more polite clerks than the other fellow—tell it out. Win a few good people your way this, the first, month of what is going to prove the most wonderful commercial year in the history of the world. That would be doing something.

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**Don't Talk Trouble.**—One of the bad things some young fellows are guilty of is talking trouble. If you brought it on yourself keep it to yourself. Live it down like a man, but don't be selfish enough to ask the other fellow to help you live it. Each seeming trouble should be a guide post. It isn't considered smart any more to blow about sowing wild oats. The clever, shrewd, level-headed fellow sows wholesome corn and lets it grow up "full on the ear."



more free than they were, but it is said that much of the stock offered at that price fails to come up to the requirements of the buyers as to quality. Most packers who are careful of the reputation of their products are asking 80 cents and some are asking 82½ cents f. o. b. Baltimore. Some of the packers are offering tomatoes of the next crop at 80 cents, but meeting with little local response. Spot fancy Maine corn is strong at \$1 to \$1.05, although there seems to be little demand for it. Other brands of corn are dull and easy. The local bidders have been looking around in some instances to see if any contracts for future Maine corn will be accepted at 85 cents, but the best packers are asking from ½ to 5 cents more than that figure, prices being f. o. b. at Portland.

Large sizes of dried prunes are firm. It is hard to get 30s and only small quantities of 40s are to be had even at stiff premiums. The average premium on 30s is 1½ cents. The medium sizes are not wanted, as a rule, and prices are easy. The smaller sizes are not in much demand, but holders show confidence in values. Spot dried peaches are going slowly into consumption. Apricots are in limited supply and firm, but there is not an active demand. Raisins and currants are dull. There is a fair demand for dates at steady prices. Figs are dull and prices easy.

Flour has gone up. Mills are now asking about \$4.50 for spring wheat patents in jute that could have been bought recently at \$4.35. Buyers are not showing much interest, however. It is likely that real bids might prove attractive to the millers even if the prices were not fully up to the present quotations.

Top grades of butter are firm. Buyers are critical, however, and the fine trade is asking for butter that scores 92 to 93 points. Such goods bring 34 cents, but others that just get inside the classification of extras are to be had for half a cent less. The firsts range from 30 to 33 cents. The grades at 32 to 33 cents are moving slowly, as there is plenty of really good butter at 30 to 31 cents. There is an improved inquiry for seconds at 27 to 29 cents. There has been considerable trading in

fine storage creamery at 32 to 32½ cents. Storage firsts are to be had at 29 to 31 cents; seconds 27 to 28 cents. The best grades of process butter are sold at 25 to 27 cents. The undergrades of both fresh and storage butter are moving slowly.

The egg market, which has been weak and irregular, has braced up a little on reports of the prospect of colder weather. The supply of fresh gathered eggs is ample. There is some speculative activity, however, which has an influence in sustaining prices on the best grades. All the undergrades are dull and weak. The best grades of the fresh gathered Western eggs range from 24 to 28 cents. Nearby eggs are plentiful and the fancy white hennerly eggs are now to be had at 31 to 32 cents. Other grades of nearby eggs, including browns and mixed colors, are sold at 24 to 28 cents. There is some demand for the best refrigerator eggs at 17 to 20 cents.

FRED. A. MCGILL.

### Very Poor Olive Oil Crop This Year.

In All Producing Sections Olive Fly Makes Havoc. Italian Crop Two-Thirds of Normal and Spanish Crop Almost Nothing. Some Italian Oil Still on Hand.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

January 23, 1913.

Reliable information indicates that the yield of olive oil in Italy for the present 1912-13 season will be about two-thirds of a normal crop. A normal yield varies from 52,834,100 to 63,400,920 gallons, or, say, an average of 58,117,510 gallons. On this basis the crop of the present season will yield about 38,745,000 gallons, and may possibly run to 40,000,000 gallons. The yield for the past three seasons has been as follows: 1909-10, 67,601,230 gallons; 1910-11, 37,142,372 gallons; 1911-12, 65,170,862 gallons.

The short crop of this season is largely due to the ravages of the olive fly, which has attacked the larger part of the centers of production.

Reports indicate a medium crop in the southern section of Tunis, in the central part about one-half an average yield, and in the

northern none. The olive fly has ravaged practically every oil-producing section of Tunis and the quality will therefore be largely mediocre or poor.

In Spain the yield will be very small, and, compared with the abundant crop of last year, almost nothing. It is believed that the total yield will not exceed 15,850,230 gallons, which is only about one-fourth of a normal crop. Everywhere the olive fly has attacked the trees and the quality therefore will be very poor. The stock on hand of oil from previous crops is still quite large, but said to be of poor quality, the better grades having been already sold.

In France the outlook is for a fair crop as to quantity; not, however, up to a normal yield and of inferior quality. A normal crop in France yields 6,604,262 gallons. The crop in Corsica is reported to be a total failure, and in Algeria so meagre as not to be sufficient for the local consumption.

HOLT.

### Hearing on Dried Apple Vinegar.

At the request of certain manufacturers of vinegar, the Board of Food and Drug Inspection will give a public hearing on February 20, 1913, at the Bureau of Chemistry, 216 13th street, S. W., Washington, D. C., at 10 o'clock A. M., on the proper labeling of the product covered by the following paragraph in Food Inspection Decision No. 140:—

VINEGAR FROM DRIED APPLE PRODUCTS.

The product made from dried apple skins, cores and chops, by the process of soaking, with subsequent alcoholic and acetous fermentations of the solution thus obtained, is not entitled to be called vinegar without further designation, but must be plainly marked to show the material from which it is produced. The dried stock from which this product is prepared must be clean and made from sound material.

In addition to the evidence presented at this hearing by interested persons, the Board will receive and consider any briefs or letters on the subject which are filed prior to the date of the hearing.

### MAGAZINE NOTES.

The February "Lippincott's" is a well-rounded, ripe and rich magazine, full of varied fiction and papers adjusted to the season. As usual, every feature in it is complete, there being nothing continued but the entertainment, which never flags. The novel, "Miss Phoenix," is by a new writer, Albert Lee. While its theme is entirely unlike that of Mary Roberts Rinehart's "Seven Days," the

reader is reminded of that now-famous story, because of its originality, humor, brisk action, tangled, but quite plausible complications, and general breeziness. The plot hinges upon a young wife's well-meaning attempt to deceive her husband in a small matter and thereby avoid a family quarrel. But an untoward fate twists things up, and one prevarication leads to another, till a half-dozen or more people are involved and much trouble is threatened—trouble from which the author adroitly—and very naturally—frees his characters in the end. Most readers will feel rather surprised at his cleverness in doing so, because for a time things seem hopelessly enmeshed. "Miss Phoenix" is one of the funniest yarns which have appeared in print for a long time.

The short fiction maintains the high level fixed by "Lippincott's" standard. "Mrs. Marden's Pilgrimage," by Elizabeth Jordan, tells of a rich elderly woman's visit to the country village where her childhood was passed. "In Pondoland," by May Edginton, is a military tale of South Africa. "The Highway," by Eleanor Ingram, author of "From the Car Behind," is an automobile story of a new kind. "The Churail," by Annette Thackwell Johnson, is an East Indian story, Kipling-esque in its strength and naturalness. "Moses and the Rock," by Thomas Grant Springer, is a whimsical tale of American enterprise in "the Land of Manana." "The Widow Polichinelle," by Jean Irvine, is commendable for its strength and originality. The short story masterpiece this month is "The District Doctor," a characteristically fine story by Ivan Turgenev. As usual, there is an introduction by the editor.

Hothouse cucumbers range from 75 cents to \$1.25 per dozen, and are selling well.

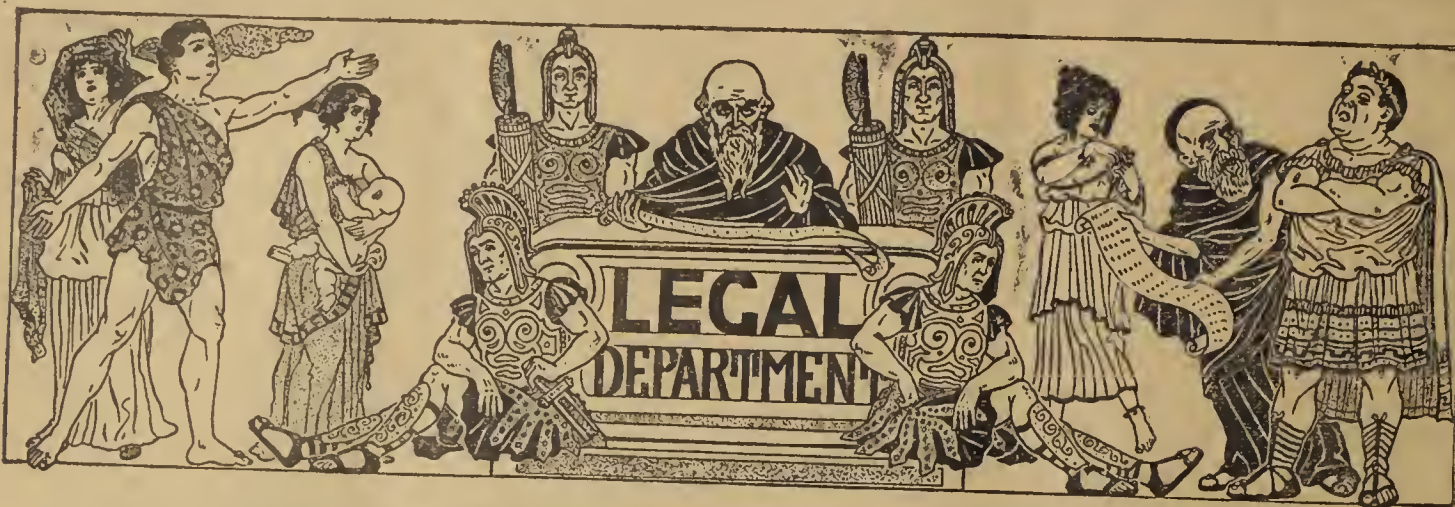
## Business Success

The man who sees the thing to do and does it *succeeds*. Of course, the other fellow calls it luck. And the man who realizes that his Grocery Store must be made comfortable for his patrons and then installs Electric Light and Electric conveniences, holds his old customers—and gets new ones. Incidentally he spends a small sum to make a large one. Ask for rates and estimates.

**The Philadelphia Electric Company**

TENTH AND CHESTNUT STS.





### CXCI.—Liability of Motor Delivery Wagon Owners for Various Sorts of Damages.

This comes through a Minneapolis, Minn., paper:—

If you could give the many commercial men who read your articles some law as to the liability of men who use motor delivery wagons, I believe it would be appreciated. You are aware of the enormous increase in the number of motor delivery vehicles, both for large and small merchants, as well as manufacturers, and I have been told that the liability for accident is quite different from the old liability that we were under when we used teams. I know we feel much in the dark as to my legal liability and would like to have some light.

It is true that the status of a man who uses a motor delivery vehicle is somewhat different than it would be if he used a team, but this is only because the facts of his case are different. An automobile is a more dangerous and terrifying thing than a team, and is therefore likely to frighten animals and cause damage which a team would not. A motor vehicle is in the same class with a locomotive, and as to damage done would probably be judged by the same law.

Take the single matter of frightening horses. I can refer to a New York case which will probably illuminate the law of all such cases. A motor vehicle owned and operated by a large retail store was on one of its delivery trips. A horse took fright, ran away, and threw out and killed its driver. The latter's wife brought suit against the owner of the motor vehicle for \$10,000, but her action was thrown out of court, on the ground that she had not shown that the motor driver was negligent in any way.

The law then, is this: If when the horse became frightened by the motor vehicle, the latter was doing nothing but what motor vehicles have a right to do, no suit will lie, for there was no negligence, and such suits must always rest on negligence.

The books are full of cases that have been brought against motor vehicle owners on account of horses—sometimes cows, steers, etc.—becoming frightened and running away. In some cases the animal took fright at the mere sight of the vehicle; no damages have ever been given in such a case, for motor vehicles have a right to be on the road, and their appearance is not of itself objectionable.

In many other cases the noise of the machine has caused the trouble. These cases are always decided on this question: Was the noise naturally incident to the operation of the car, and was it necessary at the time? If the answer is yes, the case is thrown out. Even startling and unusual noises in the operation of a motor delivery vehicle have been upheld by courts, where it was shown that the making of the noise was necessary and proper. Where it is wantonly, maliciously, negligently or unnecessarily done, the motor wagon owner is liable.

Excessive speed on the part of the motor delivery wagon is at the bottom of many other cases, in some of which horses have been caused to take fright and run away, and in others of which persons or animals have been run down. The one question in all is—was the speed excessive? If it was, then the injured party can recover all the damages he sustained. If it was not, nothing can be recovered, no matter what the damage.

There is one principle of law which is very firmly settled, though many motor delivery wagon drivers proceed as if it did not exist. It is that if a motor driver sees that a horse which he is approaching is becoming frightened and may take flight, it is his duty to stop and allow the

animal to quiet down. If he doesn't do that, and in consequence the horse does take fright, runs away and does damage, the driver, or his employer, is responsible, though he would not have been had he stopped when he first saw the animal was upset.

I happen to know of one case in which a wholesale dealer was compelled to pay over \$3,000 damages to a person whose horse the jobber's motor wagon had frightened. The horse took fright first at the mere sight of the truck, which as I have explained, is not good cause for a damage suit, and if the chauffeur had stopped and let the driver of the team lead the animal past, there would have been no run-away and no suit. He chose to shoot past with unslackened speed and the horse ran away.

The same statement of the law applies directly or indirectly to any kind of damage which a motor delivery wagon can do. If the cause of the damage was the doing by the vehicle of something which was right, proper and prudent to do at the time, then no damages can be recovered.

There has been an enormous increase in the business of liability insurance companies since automobiles and motor delivery wagons came into such general use. Hundreds of owners are taking out policies which allow them to turn over all their damage suits and their losses of any character, to some insurance company. The insurance is expensive, but affords a very comfortable protection. The rates are about as follows: Insurance against fire and theft,  $2\frac{3}{4}$  per cent. of the value of the vehicle; against fire alone,  $2\frac{1}{4}$  per cent.; liability insurance, that is damage done to persons, up to \$10,000, \$35.00; property damage,

that is, damage done to other person's property, \$11.25; collision damage, that is, damage done to your own car by collision, \$63.00. These are rates in what are generally considered the best companies. There are a few companies who will shade. At the high rates, the cost of covering every possible contingency, for one year, to the owner of a delivery wagon costing \$1,000, would be around \$130.

(Copyright, January, 1913, by Elton J. Buckley.)

Question: "B," Pa.—A is an inventor of a device. He interested capital in an Ohio city to finance his device—we will term this company B. They are incorporated. At the instigation of B, A comes to a Pennsylvania city and shows a device, claiming it is patented number so and so and interests six men to buy the right to sell it in the State of Pennsylvania, receiving therefor \$3,500 retaining one-seventh interest himself. To interest the Pennsylvania people he offers to go to the Pittsburgh district and sell 10 or 12 counties for \$10,000. He agrees to do this in company with one of the Pennsylvania companies—we will call the Pennsylvania Company C for convenience. The trio worked for about sixteen weeks to effect the sale and failed. In the meantime C bought goods to the amount of about \$1,100 from B for demonstration purposes and paid for them. It now comes to pass that the goods shown C and shipped by B to C are not patented, that the patent number covers an entirely different device and the device shown and sold C is not even now patented. The damage to C is evident, covering expense of one man for the time, also purchase price of the device and the State right.

Now what recourse has C on B? B is in Ohio. The sale was made in Pennsylvania.

Your discussion will be appreciated.

It may be well to add that while A was working to interest C the president and secretary of B came to Pennsylvania to lend every possible encouragement and assistance.

Answer.—This is a fraud, or equivalent to a fraud, either on A's part or B's, possibly on the part of both. They have sold to C, the Pennsylvania company, for a substantial sum of money, the license to sell a patented article in Pennsylvania. As a matter of fact they had no license to sell, for there was no patent behind the license. C has both civil and criminal action against A and B,



action to recover its \$3,500 all other damages, and crim- to punish them both for their d.

NOTE.—Requests for informa- in this Department should ely set out in full all the facts ing on the case, and all ques- s should be carefully framed avoid misconstru tion. Write one side of the sheet only. ers should be received at this e not later than Tuesday of a week to ensure an answer the Monday's issue following. e signature and address of the er must accompany all in- ies, and will be published un- there is a request not to do All inquiries received will be wered without charge. Ad- ss all communications to Legal tor "Grocery World and Gen- Merchant."

California cauliflower is coming Eastern markets at \$1.75 per te. The quality is good but demand slow.

Florida tangerines are stiffer, l range from \$3 to \$4 per strap. ere is an active demand for d fruit.

Written for the "Grocery World and General Merchant."

## Would Producers Treat Consumers as Honestly as Grocers if They Sold Them Direct?

Washington Contributor Tells How His Pastor, Who Raises Chickens and Sells Eggs to His Friends, Deliberately or Ignorantly Tried to Overcharge a Customer Ten Cents a Dozen for Fresh Eggs.

At this time when so much is offered as solutions to the cost of living, and doing away with the middlemen seems to be one of the pet schemes, an instance came to my notice last week which to my mind represents one of the drawbacks to the successful operation of the "producer to consumer" method.

I am a Methodist, superintendent of a Sunday School, and last Saturday after a meeting of the pastors and superintendents of this city to arrange for the entertainment of delegates to a convention to be held here, one of the ministers residing in the city said to another who resides in the suburbs, and as a pastime devotes

some of his surplus energy to poultry growing, that since he was to entertain several delegates he might bring him in some eggs, and asked the price, to which the minister in the suburbs replied, "same as last, 40 cents."

Knowing the price of eggs had declined, my pastor asked me what I was selling them for and I told him 30 cents.

I think this fairly represents the way the average producer would keep up with the market when it was on the decline, and the way he would "put it over" on his customer who he thought would stand for it. The producer of these eggs certainly was too intelligent not to know that the

open winter had caused an unusual production of eggs, that the storage market had broken, and the wholesale price was not over 25 cents.

This element in human nature, from which neither the clergy nor laity seem free, would work more hardship on the consumer than the competition in this business will permit. B.

Washington, D. C.,

January 23, 1913.

Florida oranges are doing somewhat better. Average fruit ranges from \$2.25 to \$3 per box, and fancy Indian River fruit \$3 to \$3.50. Good fruit is wanted.

TELL YOUR CUSTOMERS THAT

**RAE'S**

**Lucca Olive Oil**

Is the product of perfectly sound, ripe, freshly picked, freshly crushed and pressed olives, grown in Tuscany, Italy, the one place in the world where the olive reaches perfection. You will not only please them but you will build up a splendid trade on Lucca Oil at a good profit. Prices in Prices Current.

**H. Kellogg & Sons**

Philadelphia



# "What do you find in your Cash Drawer?"

After you've done a day's business, a week's business, a month's business, a *year's* business and paid for the goods you've bought and paid your CLERKS and your RENT and your OTHER EXPENSES—WHAT is left for YOU? When you've sold a thousand dollars' worth of goods how much *profit* have you *made*? What's the use of selling the goods if you DON'T KNOW? How do you know you haven't LOST MONEY? We'll gladly show you how to *make*

a *profit*, how to be sure of *getting* it. What must you do? Just write to us for our booklet "The Bigness of Little Things." We'll send it FREE. It's worth \$1,000 to any merchant who wants to make more money. Do you?

Computing Scale Co., Manufacturers

Dayton, Ohio

Moneyweight Scale Co., Distributors

Chicago, Ill.

Philadelphia Office: 111 North Thirteenth Street



# THE STROLLER'S COLUMN



## Here's the Biggest Idea Yet.

Speaking about these dynamite cases where these iron bridge fellows blew up places that wouldn't hire union help, why wouldn't it be a great scheme to put business on a blowing-up basis?

You know the scheme is, if you can't get what you want by arguing with a man and coaxing him, to blow it out of him with dynamite.

That scheme looks sure good to me, in a business way.

I've worked on certain people for years trying to sell 'em the best goods made. My goods, I mean. Nothing doing; I can't make 'em see it no matter what I do. I've even offered to let 'em kiss me if they'd give me an order. Even that didn't seem to get over.

Now I have a hunch that if I went to those fellows with a bag of dynamite and told 'em I'd blow 'em up if they didn't come across, I'd get a bully big order and I'd get it quick.

(If I keep thinking about this thing much longer, begum, I'll do it!)

Why it could be carried out all along the line. Say I get an order that way out of John Jones, retail grocer. John's books are full of dead beat accounts so old that the ink's begun to fade on 'em. All right, John borrows my bag of dynamite and starts out. "Mrs. Skinner, I've come about my bill. You pay it in five minutes or I'll blow up your hen roost."

Mother Skinner would dig down and get the money if she had to sell her teeth.

Then maybe some of her board-ers have been slowing up and it looks as if they might be getting ready to make a quick get away, with a trunk of bricks left behind in their rooms as security.

So she takes the bag of dynamite and tells 'em she'll blow the

pants off 'em if they don't come across in one minute. Gee whiz, but the coin would pass so quick it would burn the madam's hand.

Gee, but it's a peach of a scheme!

I wouldn't be surprised if one bag would do for a whole town without being fired once.

I'd lend it to any \$25 clerk who was only getting nine. That is, I'd lend it to him if he'd gimme a percentage. See how big the thing gets as you get into it? I'm a big man wasted on the road—I ought to be in jail, that's where I ought to be.

It ain't right that these people are allowed to stand up and hear all your peachy arguments and then turn you down. After you've given 'em all you got you ought to have some way of making 'em behave. For their own good. Why after I had dynamited John Jones into handling my goods, he'd be so glad he'd want me to board at his house every time I came to town.

And maybe if he petted me I'd do it.

There ain't a thing like dynamite for making a fellow change his mind and do the square thing by you.

That's where the bridge dynamiters fell down. When a builder wouldn't do what they wanted they'd blow him up—but they wouldn't go tell him it was them that did it. Don't you get me? He never knew for certain; he thought it might be some of his wife's folks, so he didn't do what the dynamiters wanted after all.

There wouldn't be anything like that in my scheme. I'd tell a man who wouldn't give me a business that I was going to blow him up, then—if I didn't get the order, although I would—I'd go ahead and do it, and *then* I'd go tell him I'd done it—and get the order. See?

Jail? Who said jail? Pooh pooh for jail! What if somebody did grab me and put me in jail? I wouldn't be there long; they'd take me out the next day and make me head boarder in the best lunatic asylum in the State.

That's the biggest thing about the scheme—it fixes up your future.

I'm going to try it, anyway—it's too good to pass up. If you see a big handsome gent with a



One of the most unique lectures ever delivered in Philadelphia was that of Thomas Martindale, the well-known grocer, in Witherspoon Hall last Tuesday evening. It was unique because, unlike most lectures, it was born of pure generosity. The subject was "Hunting in the Upper Yukon." Mr. Martindale spent three months in that country last fall and saw so many interesting things that he thought his friends might be equally interested. So he rented one of the largest halls in the city at his own expense, and gratuitously presented a most interesting story to the friends who gathered there. The hall, incidentally, was filled. The lecture was typically Martindale. He stood on the platform and talked to his thousand auditors exactly as he would have talked to a handful in his own library. The lecture lasted over two hours and every word was interesting. It was quite different from the cut and dried travelogue, being a recital of the little human, though pregnant incidents of the trip. Perhaps the best part of all was the description of the resourceful-

large bust, mostly below his belt, carrying a black bag, and wearing a fur-lined overcoat, looking again, because it'll be me and my scheme.

Ouch! Ouch! I've been stung.  
Read this while I fan the wasp  
spot:—

My Dear "Stroller."

It is all very well to read "The Stroller's" column every week, but after a while it gets monotonous to have all the talking on one side. After reading your 1st of January resolves, I wish you had added or more:—

Resolved, I will tell no more stories which leave a bad taste in the mouth or which do not look well in print.

About the 1st of January next year you might add this one:—

Resolved, I will use a little less slang.

You know, "Stroller," when we agree with you we are apt to say nothing, but when you stroke the wrong way then we make a fuss.

We don't bother you very often  
do we?

Yours very truly,

A. L. WOODRUFF.

Berlin, Conn., Jan. 7, 1913.

## THE STROLLER

ness of three women who lived in the Yukon country over two hundred miles from a doctor. Several good pictures were shown; also game trophies. The lecturer kept a thousand people of all ages and temperaments quiet and deeply interested for nearly two hours and a half, which is truly some achievement.

The following committee has been named during the week to push the Canned Goods Week campaign: James Hewitt, chairman, H. Kellogg & Son; Thos. Roberts, Jr., of Thos. Roberts, Jr., & Co.; John S. Engart, of Mitchell, Fletcher & Co.; Reo Schoch, secretary Girard Wholesale Grocery Co.; J. A. Edgar, Frankford Wholesale Grocery Co.; H. J. Moffat, Acme Tea Co., and John J. Hallowell, T. J. James & Co.

The "Grocery World and General Merchant" obtained a dozen of the fresh eggs which the women of the Housewives' League are selling at 27 cents per dozen, and had them candled. They are Southwestern eggs and if they make the average loss at candling, are worth at wholesale about 23 cents.

Florida eggplants range from \$2 to \$2.25 per crate and are in fair demand.



# THE GROCERY MARKETS

## Tea.

The tea market has shown no change within the last week. Business is fair with values unchanged throughout. The trade is expecting no immediate change in the market until the new season opens.

## Coffee

The coffee market has shown no change for the week. The trade are still more or less uncertain as to what happened to the decaffeination coffee, but it is certain that it has been sold and at its power to depress the market has been completely neutralized. All grades of Rio and Santos remain unchanged from a week ago, and the demand is very small. Milds are also unchanged and in light demand. Java and Mocha quiet at ruling prices.

## Sugar.

The sugar market is still inclined to be weak, although no actual change has occurred during the past week. Raws show a slight shading, but refined sugar is quoted at 4.60 for granulated, all refiners being now on the same basis for city trade, some, however, quoting slightly less for out-of-town trade. Domestic beet granulated is still offered around 4.40. The demand for refined sugar is fair.

## Syrup and Molasses.

Glucose advanced five points during the week, but compound syrup did not advance with it as usual. The demand for compound syrup has been greatly interfered with by the warm weather. Sugar syrup and molasses are entirely unchanged and in moderate request.

## Canned Goods.

The tomato market is nominally unchanged, although there is an understanding that certain interests are shading somewhat, but in most instances this is undoubtedly on offerings below standard quality. Future tomatoes are unchanged and in light request. Corn and peas, both spot and future, are unchanged and in light demand, with the exception of cheap corn, which is wanted. Apples quiet and un-

changed. California canned goods in moderate demand at unchanged prices; small Eastern staple canned goods in light seasonable demand at ruling quotations.

## Fish.

The market for Norway, Irish and shore mackerel has been unchanged during the week, moderate demand being reported. Cod, hake and haddock quiet, steady to firm in price. Salmon is unchanged. There is some inquiry for pink, but the market is mostly in buyer's favor. Sardines, both domestic and imported, are unchanged. Demand moderate. Imported sardines are steady to firm by reason of shortage in supply.

## Dried Fruits.

Prunes are unchanged over a week ago and in light demand. Peaches and apricots steady to firm but quiet. Raisins in light demand at unchanged prices; currants ditto. Other dried fruits show no change and light demand.

## Beans and Peas.

Domestic pea beans are unchanged from a week ago and in fair demand, as are marrows. California limas also show no change. In moderate request. Green and Scotch peas are unchanged and dull.

## Butter.

The consumptive demand for butter is absorbing all of the receipts on arrival and the market is healthy at unchanged prices. Medium and low grades of butter are in slow sale and seem to be accumulating somewhat. No immediate increase in the make seems likely.

## Eggs.

The demand for fresh eggs is absorbing the entire supply as fast as it arrives. There has been very favorable weather for a large egg production and prices are therefore on a very moderate basis. Unless some cold winter weather develops, no material advance is likely.

## Cheese.

The cheese market remains steady at unchanged prices, with only a moderate consumptive de-

mand. Storage stocks are light and fancy cheese seems unlikely to make any material change in price. Under grades are a little more plentiful and are not quite so firm as the better grades.

## Provisions.

All grades of smoked meats are steady and unchanged and with only a moderate consumptive demand. Pure lard is firm and wanted at an advance of  $\frac{1}{4}$  cent over a week ago. Compound lard is unchanged. There is only a moderate demand. Barreled pork is steady and unchanged, as are dried beef and canned meats.

## INDIVIDUAL MARKET REPORTS.

### Imported Fish Specialties.

Imported Oil Sardines.—The sardine situation in France presents at this present moment a very serious aspect. There is a lock-out on the part of the manufacturers—all factories having closed, and will not resume operations, that is the making of the tins, etc., until they have come to some proper understanding with the fishermen. It seems that the manufacturers in France consider the attitude of the fishermen an unreasonable one. They have restricted the catching of the fish during the past seasons so as to be able to get big prices for their catches, and this has worked very serious injury not only to the manufacturers, but to the French sardine trade in general. The writer of this report, our Mr. Gustav Porges, has just returned from Paris where he has had a meeting with one of the principal packers of sardines, who had gone to Paris to have an interview with the prefect of the sardine producing districts in regard to the situation. It is hoped that some kind of a settlement will be effected shortly so as to relieve the situation. There are practically no French sardines to be had. Market is absolutely bare. In Portugal some little fishing has taken place, but not enough has been packed to cover the demand entirely. To cap the climax, the fishing in Norway has been abnormally bad. Hardly any fish has been taken during the winter months, and if the now prevailing stormy weather continues there is very little chance of more fish being taken. There is not a manufacturer in Norway who has been able to fill contracts.

The stocks here are very unimportant and the situation is serious. Already prices have been advanced all along the line, and if no further supplies are forthcoming, prices are bound to advance quite considerably.

To-day we have reports from France that the catch of sprats is one of the poorest on record, and that prices for this commodity also must be advanced if the manufacturers should not be packing at a loss. All in all it seems that prices for sardines must show an advance in the very near future.

Salt Fish.—Market is fairly satisfactory.

Holland Herring are selling in hand-to-mouth quantities, the buyers not caring to stock up owing to the mild weather. Naturally during the mild weather fresh herring is plentiful and consequently salted mackerel are in rather poor demand and prices very much in buyer's favor.

Scotch herring are rather scarce and in good demand.

Another article where the fishing has proved almost a total failure is Tunny fish. There is very little to be had and prices are very high, but even at the high price very little can be secured.

**STROHMEYER & ARPE Co.**  
New York, N. Y.

## Spices.

The market has been very active, Cassias particularly being in demand. Mace and red peppers are also selling well. The question of a duty on spices is also to be taken into consideration. The trade generally is opposed to a duty on spices. If said duty is placed, it means higher prices throughout the list.

Pepper unchanged during the week, though Lampong is slightly higher here. White peppers are in good demand.

Red Peppers. Mombassas selling well at full prices. Other grades are steady. It is reported the Japanese crop will be short.

Cloves continue firm and in good demand. Higher prices probable.

Pimento (Allspice) firm but unchanged. There is a large spot demand.

Mace.—Better grades are scarce and in good demand. Prices firmly maintained.

Nutmegs are very much firmer and higher prices are anticipated.

Cassias in good demand. Prices are slowly advancing, especially Saigon and China grades.



Gingers.—African grade firmer and somewhat higher. Other grades unchanged.

Tapiocas active at steady prices.

Paprikas.—Both Hungarian and Spanish in fair demand at unchanged prices.

Seeds, Herbs, Etc.—Celery and canary show sharp advances, due to actual demand and limited supplies. Both articles likely to go higher. Caraway and poppy practically unchanged during the week.

McCORMICK & Co., Inc.  
Baltimore, Md.

#### Standard Canned Goods.

Trading in spot tomatoes last week was less than it was during the week previous, and the market has developed an easier feeling because of it. Holders of ordinary quality tomatoes are willing to part with them at lower prices, and the offerings of that class of goods tend to weaken the market for the strictly standard grade. The remarkably mild weather up to this date permits of the shipping of canned goods without the danger of freezing on

the road, and the canners are taking the view that an early spring will give them a longer time in which to market their holdings. The can manufacturers, box makers, and in fact nearly all the dealers in supplies for the canning business, have announced advances in prices for their wares for the season of 1913, and the problem of getting sufficient canning house labor will be a serious factor in the coming season. Intending buyers need have no fear of a slump in the market prices of strictly standard quality tomatoes below the present level. Of course the usual fluctuations will occur during the next six months, and bargains picked up at any recession in the prices will show the buyer no loss.

The inquiries for information concerning the offerings of tomatoes for future delivery are numerous enough to cause expectations of activity in that line before long, but up to this date the actual buying orders are conspicuous by their absence, though the prices at which they can be bought are within reason. The

growers have already begun to agitate the question of higher prices for the raw material next summer, but that is all a part of the play. They will simmer down by-and-by. The question of getting labor will prove to be more important.

During last week there was very little business done in the other lines of canned vegetables, and the price changes were unimportant. Straight carload orders for any of the items in the list were scarce. Sweet potatoes, spinach, kraut, baked beans and seconds June peas were ordered in small lots, but the other articles were at a standstill.

Pineapples were fairly active in a small way, and all the different grades and sizes of the sliced fruit are gradually being cleaned up. There is enough of the grated fruit to take care of any reasonable size orders. The steady buying of pears in small lots has been steadily wearing away the stocks here because of the low prices, but there is no famine as yet. A few seconds peaches and some apples were swapped for the money, but the remainder of the list of fruits stayed in the canneries last week. Some attractive offerings of blackberries are worth attention now for the spring trade.

Cove oysters continue firm as to prices, and the stocks here are light, but the demand for them is small comparatively.

THOS. J. MEEHAN & Co.  
Baltimore, Md.

#### Rice.

The demand for the week has shown some little variation, for while it opened at a good pace, the movement has run towards a slower scale, and many have expressed disappointment that the anticipated active January appeared to have "oozed" out. Despite the lull, however, prices are well sustained, with every good reason for continuance. This is especially true of Japan, which is now entering into more active channels, going freely to those who have before confined their operations entirely to the Carolina and Honduras sorts.

Advices from the South, along the Atlantic Coast, note enlarging activity, and there is no apparent disposition towards anything but strong conditions. At New Orleans the situation is absolutely devoid of interest. The demand has slowed down, and though prices are strongly maintained, it seems impossible to excite any interest on part of buyers.

In the interior—Southwest Louisiana, Texas and Arkansas—the situation is without change. It is said that the planters' holdings have practically entirely passed into the hands of the mills, and at such prices for the rough

that the mills are forced to maintain a strong front, refusing an concession from list.

Cables and correspondence from abroad note more inquiry for rough rice at the quotations "spot cleaned" more doing; "forward Burma" steady.

DAN TALMAGE'S SONS CO.  
New York and New Orleans.

#### MARKET NOTES.

Florida strawberries are plenty and good, for Southern berries. The range is 35 to 40 cents per quart, and the demand fair.

New Bermuda potatoes average \$6 per barrel, which is a comparatively low price. The demand is poor.

Florida salad is worth \$1 to \$1.25 per hamper. There is too much of it, and the demand is poor, though the quality is good.

Florida tomatoes are wanted and good fruit will bring \$3.50 per crate. Average fruit, however, is not worth over \$2.50.

Florida beans range from \$2 to \$3, but it takes good small young beans to bring \$3.

Florida peas are scarce, and a small one-third barrel basket will bring \$2.25. The demand is dull.

#### Twelve Merchants of One Town Will Change to Cash Basis on February 1st, 1913.

Round Dozen Osage City (Kan.) Retailers Give Public Reasons Why They Reached this Decision. Promise Customers Benefit.

Information as to how one merchant or a dozen change their business from a credit to a cash basis is always interesting, because such a change is a delicate matter. The "Grocery World and General Merchant" has come into possession of a copy of an advertisement which a number of the retail merchants, mostly grocers, of Osage City, Kan., have just published in their local paper. The advertisement announces a change from credit to cash on the part of twelve stores, and the text is as follows:—

To the General Public:—

On February 1, 1913, all the undersigned firms will make a change from the credit system of doing business to an absolute cash basis. This action is taken on account of the great demand for lower prices, and in order to compete with cata-

## How the Valorization Coffee Was Sold

Went Out to Seventy-eight Buyers in Twenty States on Very Favorable Terms. Did Not Affect the Market. Old Crop Coffee and Commanding a Premium Over Current Crop Coffee.

The "Grocery World and General Merchant" received some authentic information during the week as to the sale of the nearly a million bags of Rio and Santos coffee which the valorization interests had been holding off the market. It will be remembered that the United States Government agreed to drop its suit against them for restraint of trade, if they would sell the held coffee in the open market. There has been considerable speculation as to whether this was being done or not, and if so, to whom and how. All sorts of rumors have been current about it, but the fact has remained that the dumping of nearly a million bags of coffee on the market did not affect prices in the slightest degree; in fact, just about the time the sale was being made the market advanced slightly.

The "Grocery World and General Merchant" learns that the sale of this coffee was arranged and manipulated by the same

large coffee interests who held the coffee before as agents for the Brazilian valorization people. These holders parcelled the coffee out to seventy-eight buyers in twenty States, selling on uniform terms so that the market would not be disturbed. That it was not disturbed is evidence of the completeness of their control. Special and unusual terms were given to all who bought.

This old-crop Santos coffee is of course much superior to current crop, and the holders will make an additional profit there. Not only is it better in the cup, but it has dried out and shrinks 3 to 4 pounds to the bag less in roasting. This is why one grade of this valorization coffee has been sold at 17¾ cents wholesale, against 17¼ cents for new-crop Santos of approximately the same grading.

The million bags of valorization coffee will not reduce prices any unless the second hands holders, who now have it, want to sell it below their cost.



gue houses and cash firms. We now this will be of great mutual benefit to the public and believe that adopting this standard we can serve you better, for these reasons: First.—We can sell merchandise at a lower price for cash than we can on credit, by eliminating book-keeping, time used for collecting, interest paid on moneys and losses incurred by the credit system.

Second.—We can buy for cash, which will reduce the cost of all merchandise materially, and same will be sold proportionately, making it profitable for you to buy all goods at home.

Third.—We will pay you the highest market price at all times for our eggs, butter and all other produce, thus creating a better market in Osage City.

Fourth.—The new ideal of the country has demanded this, and we are compelled to come to this cash basis for our protection and an equal benefit to the public.

Fifth.—The mail order houses, with their great advertisements and very low-grade of goods, has forced this movement on our part, and this is our only remedy to cope with their prices.

We realize that it will be very embarrassing to refuse any one credit, but it is absolutely necessary that we sell for cash only. As above stated, we can sell cheaper for cash than on credit, which will help solve the present problem of high cost of living.

We want your confidence and support and wish you to feel that we are interested in your welfare and make this change in our business method for your benefit as well as ours. Thanking you for your past favors and kind consideration and trusting you will approve of our action by continuing your business relations with us, we remain,

Yours truly,

AUG. E. JOHNSON,  
E. J. MORGAN,  
GAMBA BROS.,  
GEORGE RAUTH, Grocery,  
JOHN PROSSER, Meat Market,  
LUNDHOLM & JOHNSON,  
W. R. GOSS,  
S. & E. BALOCCA,  
ROBERT GOSS,  
MARTIN MUSSATTO,  
PETERSON CASH GROCERY,  
ELOF ANDREEN,

#### The English Ate Our Fruits and Vegetables at Christmas Time.

American consuls in England report a good trade in fruits and vegetables from this country during the holiday season, especially in London. There was an abundant supply of apples, two large consignments from Washington having more than met the market demands. The fruit was excellent, and retailed at 8 to 10 cents a pound. Apples from the Oregon district sold at \$3 to \$3.50 a case of 40 pounds, or 8 to 10 cents a pound retail. California seedling oranges in cases of about 126 sold at \$4.40. Best pineapples, of which there is a good supply, are marked at \$1 to \$1.25 each. Delicacies in vegetables were naturally high in price, but the leading firms are experiencing a good demand for them. Asparagus is

retailing at \$1.35 a bundle, new potatoes at 6 to 12 cents a pound, and sea kale at 38 cents a basket.

#### Committee Considers Reductions in More Food Tariffs.

**Big Fight Over Lemon Reduction Asked for Because California Growers Have Built Up a Tariff Trust. Lower Duty on Canned Pineapple Also Asked For.**

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

January 23, 1913.

The House Ways and Means Committee has been hearing more evidence during the week on the proposed reductions in the tariffs on imported food products.

The Democrats favor putting lemons on the free list, claiming that the California lemon growers, under tariff protection, have built up an expensive monopoly. The California interests had several people testify before the committee that even a reduction in the tariff, not to speak of its complete repeal, would be a heavy blow to the California fruit industry.

The Italian Chamber of Commerce has filed a brief with the committee asking for a reduction in the lemon duty, on the ground that it practically excludes Italian lemons from the United States.

A petition was also presented asking for a reduction in the pineapple duty to 20 per cent., instead of 35 per cent. and 1 cent per pound ad valorem. The petition is aimed at canned Hawaiian pineapple, which the petitioners say has practically secured a monopoly by reason of the tariff.

Several spice manufacturers, among them E. W. Durkee, of New York, and R. A. McCormick, of Baltimore, made requests of the committee. Mr. Durkee wanted unground spices admitted free and the present duty retained on ground spices. Mr. McCormick made practically the same request.

The Southern Rice Growers' Association, composed of 1,525 members in Louisiana, 1,020 in Texas and 404 in Arkansas, had representatives present to urge the retention of the present tariff, so that the American growers would be spared the competition of cheap oriental labor.

Various persons were also present to ask reductions in the duty

on macaroni, vermicelli and cheese.

Evidence was also heard in favor of a lower duty on Bermuda vegetables and in favor of a retention of duty on fish products, the latter being given by the New England fish interests.

HOLT.

#### New Patents and Trade-marks in the Grocery Line.

*Messrs. Davis & Davis, Washington Patent Attorneys, report, this week, the grant of the following patents:—*

Washington, D. C., Dec. 31, 1912.  
1,048,674. Protective preservative wrapping for food products. J. J. Fitzgerald, Chicago, Ill. (two patents).  
1,048,766. Strainer for coffee pots. G. O. Tucker, Charleston, Ill.  
1,049,133. Display rack. F. P. Murphy, Prince Albert, Saskatchewan, Canada.  
1,049,196. Display apparatus. H. F. Bauer, Longmont, Col.

Washington, D. C., Jan. 7, 1913.  
1,049,672. Twine holder. R. O. Clark, Ralston, Okla.  
1,049,726. Display rack. W. M. Johnson, Bloomfield, Iowa.  
1,049,821. Bag holder. J. H. Devini, Cleveland, Texas.

Washington, D. C., Jan. 14, 1913.  
1,050,115. Change letter sign. W. Elison, Roosevelt, N. Y.  
1,050,378. Folding shipping crate. J. F. Myser, Denver, Col.  
1,050,644. Combination advertising label, calendar and pen wiper. E. Gjorup, Chicago, Ill.

#### TRADE-MARKS PUBLISHED FOR OPPOSITION.

Ser. No. 62,118. "Suffragette" for chocolate. Pennsylvania Chocolate Co., Pittsburgh, Pa.  
Ser. No. 64,770. "Crisps" for wafers, cakes, crackers and biscuits. Sawyer Biscuit Co., Chicago, Ill.  
Ser. No. 65,409. "True Blue" for canned goods. Morris Grocery Co., Clarksburg, W. Va.  
Ser. No. 66,965. "Art Nouveau" for chocolates. Borden's Condensed Milk Co., New York, N. Y.  
Ser. No. 66,966. "Beaux-Arts" for chocolates. Borden's Condensed Milk Co., New York, N. Y.  
Ser. No. 66,967. "Grand-Dame" for chocolates. Borden's Condensed Milk Co., New York, N. Y.  
Ser. No. 67,003. "Valdora" for candies. Collins-McCarthy Candy Co., San Francisco, Cal.  
Ser. No. 67,019. "Red Feather" for candy. The Owl Drug Co., San Francisco, Cal.  
Ser. No. 64,737. "Cow Boy" for canned goods. Hale-Halsell Grocery Co., McAlester, Okla.

## "The Unholy Alliance"

For several months the weekly grocery column of the New York "Journal of Commerce," written by Ellis Howland, has been increasingly peeved over what it calls the "unholy alliance" between the National Retail Grocers' Association and the C. M. Wessels Co., meaning the agreement by which the latter pays a part of its profits to the National Association in order to finance it. This contract, incidentally, has just been renewed for a further term of three years. Mr. Howland is a rotund individual, and this and his attitude toward the plan of the National Association, has inspired the following by C. M. Wessels, one of the parties thereto:

No matter where you go to-day,  
Even if at home you stay,  
You'll hear the same old tuneful lay—  
"The Unholy Alliance."

This New York man, with generous girth,  
Suggestive of a coming birth,  
Is always ready to arouse your mirth,  
With "The Unholy Alliance."

He eats and drinks and sleeps with it,  
And he doesn't care a little bit  
If he gives his readers a nervous fit  
With "The Unholy Alliance."

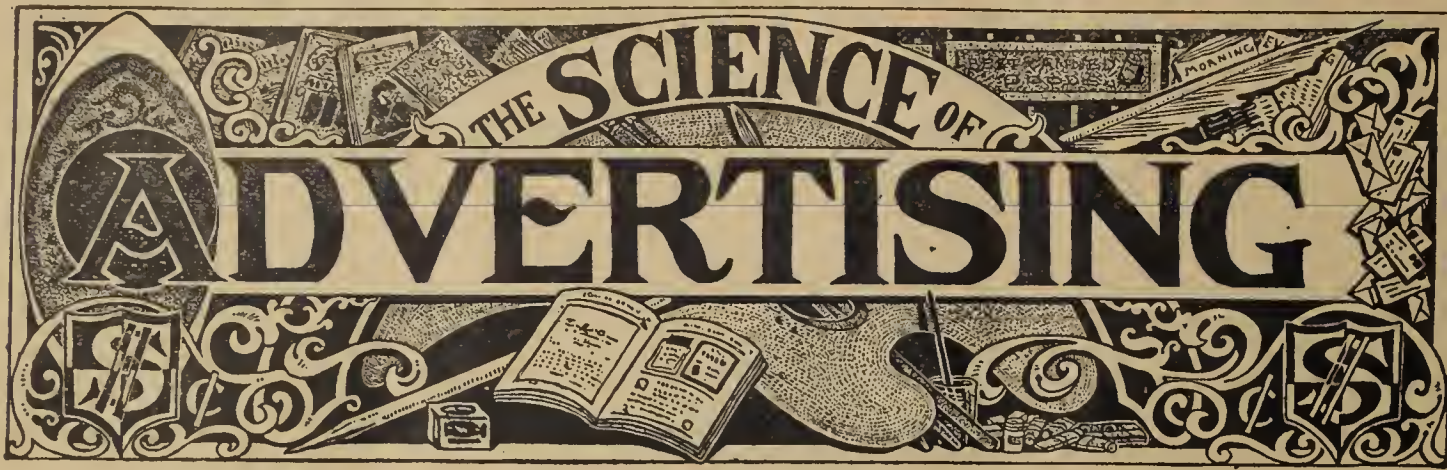
He'll tell you about it until he dies,  
He'll bring the tear drops to your eyes,  
Even Satan will hear his cries,  
About "The Unholy Alliance."

The "Journal of Commerce" is a splendid sheet,  
But the grocery column will have no meat,  
If forever and a day it continues to treat  
"The Unholy Alliance."

When the gentleman of life makes full surcease,  
And the slogan's read over him, "Rest in peace,"  
Almost everyone will regret his decease  
But "The Unholy Alliance."

And when his horn has ceased to blow,  
And he leaves for where he's bound to go,  
He'll unite with Beelzebub, down below,  
In the REAL "Unholy Alliance."





Belvidere, N. J., Dec. 29, 1912.  
Editor "Science of Advertising."

Dear Sir:—Having been an interested observer of your department for a number of years, it would only seem fair to occasionally submit to you some of my advertising efforts for you to pass judgment upon. Consequently, I am inclosing a few, which have been run at intervals during the last two or three years.

I am a printer by trade, having served as assistant foreman and foreman on a daily paper for eleven years, during which time I "set up" numerous advertisements, and will admit that there is room for improvement in the typographical appearance in most of them. In fact, although I have been out of the business for fifteen years and am conscious that I am in the "has been" class, I am of the opinion that I could still give them a more modern typographical appearance.

Consequently, as this is a matter over which I have no control, I am more interested in a phraseological criticism than in the typography.

Very truly yours,  
HARRY SEARLES.

Mr. Searles sends me a large and very interesting batch of advertisements, some small single column and some large double column. According to the dates pencilled on the margins, some were used in 1910, some in 1911 and some in 1912. Three of the larger ones he used, he says in notes written on the margin, to meet a new Child's cut store. I shall give some space to those in another issue.

\*\*\*

I may be mistaken, but from looking over these advertisements I get the impression that Mr. Searles' 1910 advertising was a little better than his 1912 average. In 1910 he seems to have spent more time explaining the good qualities of his goods than he spent in 1912. I notice that the matter he has used in 1912 to describe and persuade is considerably shorter than the matter which he used for the same purpose in 1912. The latter advertisements are more like price-lists, although they aren't price-lists by any means as yet. If I

can judge from the advertisements themselves, Mr. Searles seems to have been content to advertise fewer articles in 1910 than in 1912. Beyond certain limits, this I think is a mistake, but it is very typical of the modern advertising idea that as much ground

as possible should be covered in one advertisement.

\*\*\*

Here is one of Mr. Searles' 1912 advertisements, which I pick out as fairly typical. It filled a space about 11 inches long across two columns:—

## APPRECIATED

It is, indeed, gratifying to have the privilege of thanking you for the liberal manner in which you responded to my Molasses "Special" last Saturday. If the goods were as pleasing to you as your business was appreciated by me, then my efforts are successful and my purpose has been accomplished. Again, this week, I offer you an appealing line at attractive prices. You all are invited to take advantage of the opportunity to save a few pennies, whether you are a regular or stranger; whether you want anything else in the Grocery line or not. Of course, if you feel inclined to leave your whole order, it will be doubly appreciated. No one is in a better position to serve you with quality, and nobody can save you more money. Let me have that BIG SATURDAY ORDER.

**PURE LARD, 2 pounds for 21c**  
FOR SATURDAY ONLY

**Babbitt's 1776 WASHING POWDER 9 for 25c**  
FOR SATURDAY ONLY

You all know the merits of this Washing Powder, and you have realized that it aids in making hard work easier. The regular price is 5c per package. Nine for 25c should look cheap enough for you to take advantage of the opportunity.

**Sugar Cured BONELESS BACON 15c Pound**  
By the Chunk SATURDAY ONLY

A fresh lot Sugar Cured Boneless Bacon to go at this price. This is the lowest price you have seen on Bacon for several years, and should look as appealing to your pocketbook that you will buy liberally. No slicing at this low price.

**Walter Baker's CHOCOLATE 16c Cake**  
FOR SATURDAY ONLY

This is the old and original Baker's, and is the best on the market today. It is being sold anywhere from 20c to 25c per cake. This price will make your baking or candy-making less expensive. Buy liberally.

**PICKLED TRIPE, 7c Pound**  
FOR SATURDAY ONLY

Some of you may be acquainted with this item and some not. Those who like it will be attracted by the price, and those not acquainted should get in touch with the cheapest item in the meat line. This usually sells at 10c lb.

**A Good RIO COFFEE 23c Pound**  
FOR SATURDAY ONLY

The cheapest price named on Coffee for several months. If you like a Rio flavor this will please you. Clean, whole bean, and bright roast. Buy Coffee Saturday.

**National Biscuit Co. Special 3 10c Packages**  
23 cents

(From Saturday, Feb. 10, to Wednesday, Feb. 14th, inclusive.)  
The lot includes about 25 kinds of Cakes and Crackers—all fresh in. This is the lowest price ever named on this popular line of dainties. Let your orders come.

### EVERY DAY SPECIALS:

Tomatoes, Corn, Peas .....	3 cans for 25c
Green or Yellow Cut String Beans.....	3 cans for 25c
Lima Beans (either straight or assorted).....	3 cans for 25c
Norway Mackerel (fat and white).....	5c or 6 for 25c
Pink Salmon.....	12c can
Santa Clara Prunes.....	3 lb. for 25c
Mixed Nuts (in close out).....	15c lb
Loose Mince Meat.....	3 lb for 25c
Granulated Sugar.....	5 lbs. 29c

Please notice that no one else in the country attempts to offer you three 3 lb cans of Tomatoes for 25c.

Please remember this is the only place, either locally or elsewhere, where 25 cents buys 6 Norway Mackerel.

Please bear in mind that it is not everywhere you can buy 3 cans of delicious, cut green or yellow String Beans for 25c.

**HARRY SEARLES**  
WaterStreet Grocer Belvidere

Mr. Searles is doing good advertising. He is able to put the personal element in it which gives it virility and life. I believe using the first person singular "I"; it makes the talk a straight one from the merchant to his customer, and is infinitely stronger than "we" or "this store," or anything else, in fact. I consider the good advertising, although it could be considerably improved typographically. A good many of the letters in the text are badly battered, and some of the bold face letters are also. If I had good brisk enterprising store such as I don't doubt Mr. Searles has, I would no more send battered type out to represent more than I would send a salesman with no crown in his hat. Mr. Searles says the typographical appearance of his advertising is a matter over which he has no control; I don't quite agree with that. There are plenty of good printers; if he should go to the one who is now doing his work and tell him that if he didn't replace his worn-out type he would get his work done somewhere else, is it conceivable that the printer would let him go for a few dollars? If I were Mr. Searles I should use a better grade of paper; all of his circulars, even as far back as 1910, appear on the same thin, grey paper. I imagine 25 cents a thousand sheets would improve his paper very obviously.

\*\*\*

But the reading matter part of this advertising is good and ought to get results.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Michigan rhubarb has really not started to come in regularly yet, and during the past week there has practically been none on the market. The last sold for 75 cents.



## Congressional Committee Hears Evidence as to Canning Conditions

**Examines Three Witnesses to Learn if Conditions in New York State Canneries Are as Bad as Painted by Mary Boyle O'Reilly, Newspaper Writer. Miss O'Reilly and New York Labor Detective Tell Sensational Stories. Secretary Gorrell, of National Cannery Association, Offers Congress Aid of His Organization.**

Special Correspondence of "Grocery World and General Merchant."  
Washington, D. C.,

January 17, 1913.

The Congressional Committee last week heard some testimony concerning the conditions surrounding the packing of canned goods, particularly in New York State. The hearing was held under a recent resolution which was adopted on motion of Representative Allen, of Ohio, providing for investigation. The investigation was inspired by a series of newspaper articles by one Mary Boyle O'Reilly, exposing scandalous conditions which she said she had found by working personally in the New York canneries.

But three witnesses were examined—Miss O'Reilly, Frank C. Praete, a detective for the New York Labor Department, and Frank J. Gorrell, secretary National Cannery Association.

Miss O'Reilly's story was sensational. She testified that she had worked a month in the canneries as a woman laborer. Her testimony in brief was that working conditions were filthy and unsanitary; that children four and five years old were employed; that the women are underpaid, receiving one cent per pound for stripping peas, 50 to 60 pounds being a day's work, and that boys work 115 hours per week.

The detective, Praete, gave similar testimony. He said he had investigated fifty canneries, in Webster, Lyons, Clyde, Marion, Rome and other towns. He said the housing and factory conditions were filthy. He was even more extreme in his statements than Miss O'Reilly. "Some of the places," he testified, "were so filthy that no pig would have been at home there."

Praete said the women in these canneries were paid 1½ cents a can for tomatoes. A fast woman worker, according to him, can produce a dozen cans in three hours.

Representative Covington, of Maryland, who said that he represented a State that did the bulk of the canning business of the coun-

try, asserted the reputable canners of the country urged the exercise of the broadest power of the Federal Government in connection with an investigation of the industry to enforce sanitation. He declared that the question of child labor was one which Congress had no power to regulate. He presented a telegram from the National Cannery Association, urging the fullest investigation.

Secretary Gorrell, of the National Cannery Association, was present to represent the packing interests. He said that his association represented 70 to 75 per cent. of the production of canned goods, and favored the fullest investigation, by Congress or any one else, of the packers' methods. Secretary Gorrell said that without doubt some canneries are filthy, but denied that the conditions testified to were representative of the canning industry. He said that his association would render the fullest aid for any investigation that Congress cared to make.

One member of the committee appeared to think that the matter was one that New York State should itself look after. HOLT.

### Fined \$200 for Packing Short "4 Ounce" Packages of Pepper.

**New York Court Imposes One of the Heaviest Fines in Record of Federal Food Law. Various Other Ended Prosecutions for Adulteration and Misbranding Under Federal Food Act.**

The "Grocery World and General Merchant" has received from the Department of Agriculture at Washington the following reports of prosecutions for adulteration and misbranding under the Federal food act:—

#### JUDGMENT No. 1,817—MISBRANDING OF NOODLES.

The United States Attorney for the Northern District of Ohio, filed in the District Court of the United States information against the Pfaffman Egg Noodle Co., a corporation, Cleveland, Ohio, alleging shipment by said company, in violation of the Food and Drugs Act, from Ohio into Pennsylvania of a

quantity of noodles, which were misbranded. The product was labeled: "Half Pound Extra German Noodles Broad. Extra German Noodles. Guaranteed under the Food and Drug Act June 30, 1906, Serial No. 8,410. Breite Nudeln wird man als einen ausgezeichneten \* \* \* We guarantee our Extra German Home Made Noodles to be the highest standard of excellence especially prepared for family use. Packed for Thomas C. Jenkins. Checkered front, Pittsburgh, Pa."

Misbranding was alleged, for the reason that the label and brand set forth above were false and misleading in that they would deceive and mislead the purchaser of the product to believe that it was manufactured in Germany, whereas it was manufactured in the United States. Misbranding was alleged for the further reason that the label would deceive the purchaser of the product to believe that the weight of the same was one-half pound avoirdupois, whereas in fact the weight of the product was materially less than one-half pound avoirdupois in weight.

The defendant company entered a plea of guilty to the information and the court imposed a fine of \$25 and costs.

#### JUDGMENT No. 1,818—MISBRANDING OF CANNED SALMON.

The United States Attorney for the District of Colorado filed in the District Court of the United States a libel for the seizure and condemnation of 375 cases, each containing 48 cans, purporting and representing to contain the best grade and quality of Alaska salmon and in possession of the Colorado Supply Co., Pueblo, Col., alleging that the product had been shipped from Washington into Colorado, and charging misbranding. The product was labeled: (On cases) "Alaska Chief Brand Pink Salmon. Gorman & Company, Dist. Seattle, U. S. A." (On cans) "Alaska Chief Pink Salmon. The Best Fish Caught in Alaskan Waters. Packed by Shakan Salmon Company, Shakan, Alaska. One Pound Salmon. Gorman & Company, Inc., Distributors, Seattle, U. S. A. Guaranteed under the Food and Drugs Act of June 30, 1906."

Misbranding was alleged, for the reason that the labels on the product containing the statement "Alaska Chief Pink Salmon," "The Best Fish Caught in Alaskan Waters," regarding the product were false and misleading and intended to mislead and deceive the purchasers thereof into the belief that the product was the best and first grade of salmon caught in Alaskan waters, whereas in truth and in fact it was not so, but was Alaska pink salmon, which species of Alaska salmon was and is recognized by the trade to be not better than the third grade of salmon caught in Alaskan waters.

The claimant paid the costs and filed a bond.

#### JUDGMENT No. 1,804—MISBRANDING OF PEPPER.

The United States Attorney for the Southern District of New York, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States an information against Farrington & Whitney, a corporation, New York, N. Y., alleging shipment by said company in violation of the Food and Drugs Act, from New York into Illinois of a quantity of pepper which was misbranded. The product was labeled: "Net 4 oz. Jewel Brand Spices Pepper put up for the Jewel Tea Co., Chicago, Ill."

Misbranding was alleged, for the reason that the product was labeled

so as to deceive purchasers in that its contents were stated to be of the weight of four ounces, net, whereas in fact the contents were of less weight than four ounces.

The defendant company entered a plea of guilty to the information and the court imposed a fine of \$200.

#### JUDGMENT No. 1,825—ADULTERATION OF PRUNES.

The United States Attorney for the District of Massachusetts filed in the District Court of the United States a libel for the seizure and condemnation of 1,000 cases of prunes, alleging that the product had been shipped by Rosenberg Bros. & Co., San Jose, Cal., and transported from California into Massachusetts, and charging adulteration, for the reason that the product consisted in part of filthy, decomposed and putrid vegetable substance.

No claimant having appeared for the property, judgment of condemnation and forfeiture was entered, and it was further ordered that the product should be destroyed by the United States marshal.

#### JUDGMENT No. 1,800—ADULTERATION OF NUTMEGS.

The United States Attorney for the Southern District of New York filed in the District Court of the United States an information against Farrington & Whitney, a corporation, New York, N. Y., alleging shipment by said company, in violation of the Food and Drugs Act, from New York into Massachusetts of a quantity of nutmegs which were adulterated. The product was labeled: "Dutch East Indies P. B. L. Nutmegs, New York (33) Roys Laboratories, Boston, Mass."

Adulteration was alleged in the information for the reason that the product consisted in part of a filthy animal substance unfit for food, to wit, worms.

The defendant company entered a plea of guilty to the information and the court imposed a fine of \$200.

#### JUDGMENT No. 1,806—ADULTERATION AND MISBRANDING OF MACARONI.

The United States Attorney for the Western District of Tennessee filed in the District Court of the United States a libel for the seizure and condemnation of 100 boxes of macaroni in possession of the Dean-Lilly Coffee and Spice Co., Memphis, Tenn., alleging that the product had been shipped by the Piccardo Macaroni Co., Pittsburgh, Pa., and transported from Pennsylvania into Tennessee, and charging adulteration and misbranding. Sixty boxes of the product were labeled: "Premiato Stabilimento Paste Alimentari Genova Style Z. Bentivenga e. C. Forati-G. R." Forty boxes of the product were labeled: "Fabbrica di Paste Soprafino Per Uso America, Nervi Inghilterra Presso Genova, B. Piccardo, Mostacioli Gialli."

Adulteration was alleged, for the reason that the product was colored with an artificial coloring matter, to wit, Naphthol Yellow S, a coal-tar dye, which caused it to have the appearance of containing egg matter, when in truth and in fact very little, if any, egg material was contained therein. Misbranding was alleged, for the reason that the labels on the product and the foreign pictorial designs and emblems thereon conveyed the impression to the purchaser that the product was of foreign manufacture, when in truth and in fact it was manufactured within the United States.

The claimant filed a bond and paid the costs.



## WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

## FOR SALE.

FOR SALE.—Or exchange for grocery business, 110 acre farm. High state of cultivation. Charles E. Allinson, Burlington, N. J. 6

FOR SALE.—Stock and fixtures of general store. All new stock recently put in. Best location in the town, with 600 population. Good shipping point for country produce. Doing good business. Best of reasons for selling. Moderate investment. Address, Box 145, Beaver Springs, Pa. 6

FOR SALE.—Troemner Electric Coffee Mill for direct current, both for pulverizing and granulating. American Slicer in A1 condition. Also Dayton Computing Scales and a rebuilt No. 18 Star Coffee Mill. All at one-half price. Guaranteed to be in good condition. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. tf

FOR SALE.—Stock and fixtures of an old established grocery store. Will sell for \$1,150, if sold at once. Rent \$11 per month. 5113 Lancaster Ave., West Philadelphia, Pa. 9

FOR SALE.—Stock, fixtures and property of a butcher and provision store doing a good business. Owner wishes to move to the country. To a quick buyer will sell for the low figure of \$8,500. Cor. Fifth and Twenty-third Sts., Philadelphia, Pa. 8

FOR SALE.—Stock and fixtures of a grocery and provision store. Has a good trade in cigars and tobacco. Would be a good place for fresh meats. Large, roomy house and cellar. Will sell to a quick buyer for \$1,200. Rent, \$35 per month. N. E. cor. Sixth and Porter Sts., Philadelphia, Pa. 8

FOR SALE.—Stock and fixtures of grocery and provision store. Would make good stand for fresh meats. Will sell at a low figure, \$675, if sold at once. Seven rooms and all conveniences. Rent, \$25 per month. Cor. Washington and Alden Sts., West Philadelphia, Pa. 8

FOR SALE.—Stock and fixtures of general store. All new, just recently put in. Located in the best business place of Slatington. Doing a nice business. Best of reasons for selling. Address P. O. Box 454, Slatington, Pa. 8

FOR SALE.—A John Wanamaker parcel delivery wagon, in perfect condition. Will sell at a low figure, \$110, or will exchange for a light weight wagon. 6217 Lancaster Ave., Overbrook Grocery Store, West Philadelphia, Pa. 4

FOR SALE.—Stock and fixtures of grocery, provision and fresh meats. Will sell at low figure, \$1,275, if sold at once. Corner Gratz and Dauphin Sts., Philadelphia, Pa. 4

FOR SALE.—General store property, together with a first-class, up-to-date stock of about \$3,000 worth of merchandise. The store is 30x60 feet, with a good front and basement whole size of building, with nice laid wall and a very nice suite of seven living rooms over the store. Store and living rooms are lighted with acetylene gas. The lot is one-half acre and there is a good sized barn in good condition. The store alone cost \$3,000 to build twelve years ago, when lumber was much cheaper than now. This is located in a good farming community in a small town with only one small grocery as competition. There is a milk station, which is patronized by farmers of the surrounding country and brings them to town every morning the year around. Railroad station close by store. This is the right location for anyone who wishes to make money. Will take \$3,500 for real estate and stock at inventory. Reason for selling, other business. Address Fred G. Mix, R. F. D. No. 3, Owego, Tioga Co., New York. 5

FOR SALE.—Grocery, cigars and confectionery. Excellent stand for delicatessen. Ten rooms, all rented, at subway and elevated. Cause for sale, sickness. If sold now will sell for \$950. Apply B. W., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 9

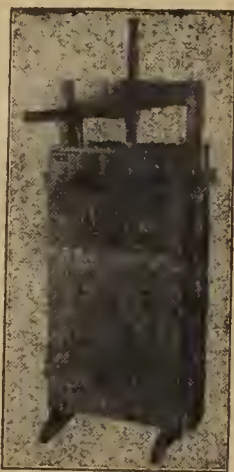
FOR SALE.—Stock and fixtures of an old established corner grocery and provision store. Would do well with fresh meats. To a quick buyer will sell for \$850. Dwelling contains six rooms and bath, rent \$32 per month. Cor. Fifty-third St. and Westminster Ave., West Philadelphia. 5

FOR SALE.—General store stock and stand for sale in the busy cement region. Address, C. A. Fegely, Cementon, Lehigh Co., Pa. 5

FOR SALE.—Stock and fixtures of an old corner grocery and provision store. Would do well with fresh meats and delicatessen. Will sell to a quick buyer for \$525. Rent, \$35 per month; 8 rooms. 1801 N. Twenty-seventh St., Philadelphia, Pa. 9

## AGENTS WANTED.

WANTED.—Salesmen. Easy money made at spare moments selling fruits, nuts and vegetables on commission basis for the "best house in Philadelphia," and not interfere with your regular position. Write quick for full particulars. Representative wanted in every town in Pennsylvania. Address, Edgar J. Thomas, 250 S. Front St., Philadelphia, Pa. tf



Make Your Waste  
Paper Pay Your Rent

It will do it if you use

The Automatic  
Buckeye  
Paper Press

Our catalog tells how

Buckeye Baler Co.

DEPARTMENT A  
FINDLAY, OHIO



READ ANY  
advertisement of

Mapleine

and you'll see why  
you can safely recom-  
mend it.

ORDER OF YOUR  
JOBBER, OR

Frank A. Smith Company  
105 South Front Street  
Philadelphia, Pa.

Crescent Mfg. Co.  
SEATTLE, WASH.

## The One Pure Sugar Syrup

Lyle's Golden Syrup—perfectly clear, a beautiful golden color, so neutral micro-organisms can't live in it. Absolutely free from preservatives. A product which every one keeps buying. If you want to please your trade tell them about it.

26% PROFIT

Sure sales and pleased customers.

H. Kellogg & Sons

Philadelphia

WITHOUT  
Fleischmann's Yeast

Any Grocery Is Incomplete

As soon think of not carrying flour, sugar, butter, salt or eggs, as to omit *Fleischmann's Yeast* from your stock. Because whenever *Fleischmann's Yeast* is used three or more of the other products named are used too. See the added sales *Fleischmann's Yeast* makes?

THE FLEISCHMANN CO.

## PATENTS

and Trade-marks procured promptly properly in all countries.

Davis & Davis, Washington, D. C.

## MANY GROCERS

Find it pays them to read

"good stuff" in

The Advertising World

Columbus, Ohio

Sample free, or four months' trial for 10 c.

## Why Don't YOU



use them? Even if you do not want them generally you have a lot of troublesome customers whose accounts would be taken care of automatically if you had our

## Indexed Coupon Books

Try a hundred. It will be the best investment you ever made. Just as good for your mild mannered people. Best books made. Index makes them the most convenient. F. O. B. your nearest express office. Let us get together. Samples free.

J. P. FORBES, Forbes Building, Coshocton, Ohio

## Do Women Say This to You?

"Oh, no, I don't want to bother with it—it spoils too easily."

This is the spoken or unspoken reason hundreds of women have for not using **Rennet** regularly in their homes. All such women will buy **James T. Shinn's Liquid Rennet**, for every bottle is guaranteed. We can safely guarantee it because its making is as scrupulously clean as anything can be.

We also guarantee it to do its work with milk in three to five minutes—that's another point to use with women who haven't been using rennet.

And here is the argument to use with you—**Shinn's Liquid Rennet** pays you 100 per cent. profit.

Shinn & Kirk, 1400 Spruce St., Philad'a.

## Why It Appeals

Wheatena is the hearts of selected wheat. Its tender palatability and easy digestibility endear it to hundreds of people who see nothing whatever in other cereals.

Wheatena is a great repeater, it pays a good profit, and is the most widely guaranteed breakfast food sold.

THE WHEATENA CO., Rahway, N. J.

Member of the American Specialty Manufacturers' Association





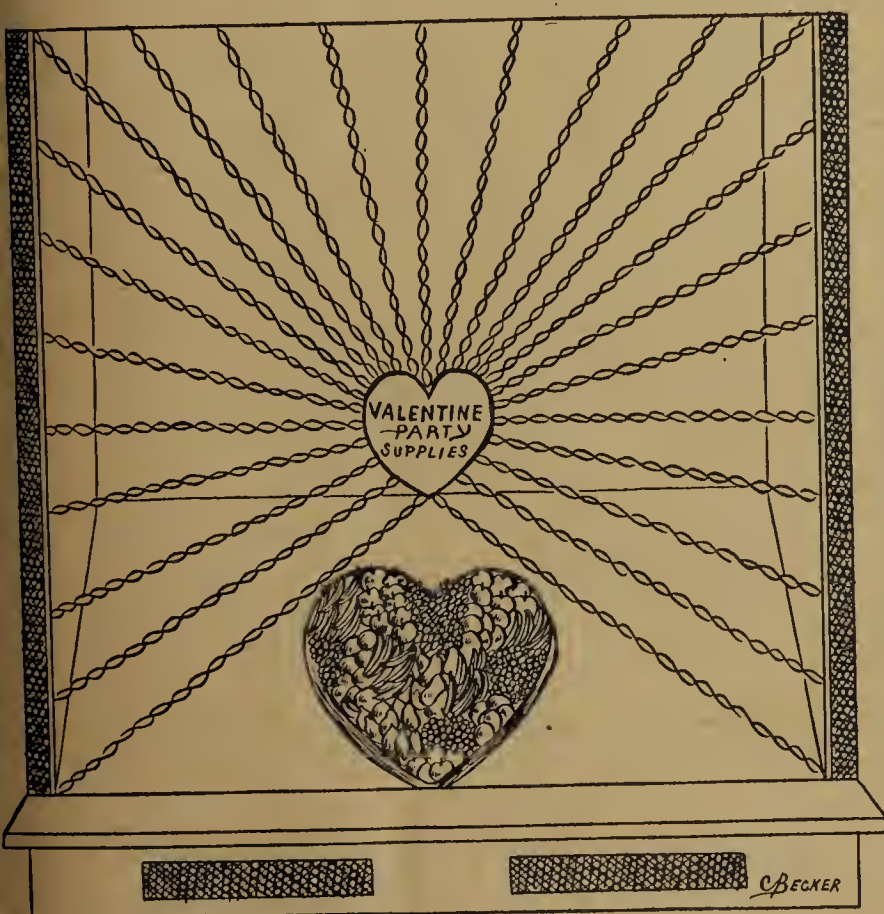


## Two St. Valentine Displays

Here are two good St. Valentine window displays, both very simple, yet attractive and neat.

### No. 1.

The large heart display is arranged as follows: First make a slant across the bottom of the window. Cut bright red crepe paper into strips and about two inches wide, tack them along the top and bottom near the glass and make them long enough to reach to the rear of the window. You must judge the distance apart of the strips according to the size of the window. This done, tack them up at the top of the window, out of the way, then proceed to arrange the bottom



slant. Cover it with bright red crepe paper and make the large heart in the following manner: Cover a long strip of pasteboard about two inches wide with the red crepe paper, then bend it to form a heart and fasten it to the slant with some long, strong pins, driven in slanting. They are better to use than nails, as they will not show. Fill the heart with all kinds of fruits. The heart in the rear is made out of thin wood and covered with the red crepe paper and lettered in white, which can be put on with a fine brush or letters cut from white paper and pasted on. The heart is held in position by nailing a strip of wood to it and extending downward at the rear of the window, thus holding it firm.

This done, fasten all the red strips to it with a little tack. The heart being of wood makes it very convenient to use tacks.

### No. 2.

The other display of fruits and groceries is arranged as follows: First make a narrow platform along the centre of the window and from this make a slant down to the glass in front. Cover it all with white crepe paper. Along the front are cranberry hearts; they are made and fastened to the slant in the same way as the large heart, as explained in the other display. Use bright red crepe paper to cover the strip



of cardboard that forms the hearts. On the platform place paper napkins, on which place some choice fruit, and between them place glasses of jelly, preserves, mustard, honey, olives, pickles, sauces, etc. Now make the slant at the rear of boards, extend it across the rear and have it about two feet wide. Cover it with white crepe paper and with a pencil trace three hearts. On the lines drive in some wire nails without heads; have them about one and one-half or two inches apart. On each nail force a red, polished apple. Suspend a large, neat sign card in the shape of a heart, which is made of pasteboard and covered with red crepe paper. Letter it in white.



# Grocery World and General Merchant Prices--Current

CORRECTED WEEKLY. JANUARY 27, 1913.

COL.		COL.		COL.		COL.	
1	Ammonia	12	Eggs	29	Peanut Butter	3	Spices
2	Axle Grease	12	Fancy Groceries	19	Pickled Meats and Fish	19	Stove Polish
2	Baking Powder	13	Flour	19	Pickles	20	Sundries
2	Blacking--Shoe	13	Farinaceous Goods	16	Popping Corn	15	Syrup and Molasses
3	Bluing--Dry	16	Fresh Fish	14	Provisions	25	Smoking Tobacco
3	Bluing--Liquid	14	Green Coffee	27	Plum Pudding	24	Tea
28	Brushes	17	Gelatine and Prepared Desserts	17	Preserves, Jellies, Jams and Marmalades	21	Toilet Soaps
21	Butchers' Sundries	4	Horseradish	27	Polishing and Cleaning Compounds	25	Tobacco--Plug
4	Butter	17	Honey	3	Prunes	27	Vinegar
4	Cakes and Crackers	4	Ink	18	Roasted Coffee in Bulk	3	Wood and Willow Ware
4	Candles	4	Jars and Jar Rubbers	18	Rice	23	Yeast Cakes
4	Canned Goods	5	Ketchup	18	Refined Molasses and Syrup	27	
4	Canned Meats	14	Lamp Goods	18	Rope, Tie Yarn, etc.	27	
4	Catsup	18	Lime	20	Raisins	17	
14	Cereal Specialties	20	Lye and Potash	21	Sugar	6	
12	Cheese	21	Lard and Compounds	26	Sardines	16	
23	Chewing Gum	8	Live Poultry	15	Saratoga Chips	7	
8	Chocolate and Cocoa	23	Laundry Soaps	23	Sauers	15	
23	Cider	16	Laundry Starch	18	Smoked Fish, Codfish and Mackerel	7	
16	Clams	26	Macaroni	18	Sauer Kraut	24	
17	Cocanut	9	Maple	24	Salt	24	
26	Corn Starch	12	Maple Syrup	24	Salad Dressing	24	
9	Condensed Milk	10	Matches	24	Sal Soda	24	
3	Cottolene	16	Mince Meat	20	Sauces	24	
3	Coffee Essence and Chicory	16	Mustard	19	Seeds	16	
10	Delikatessen	21	Nuts	24	Soda--Bi-Carb	24	
16	Dried Fruits	21	Oysters	24	Soft Drinks	24	
20	Dressed Meats	22	Oils	25	Soap Powder	25	
21	Dressed Poultry	9	Olives	26	Specialties	26	
22	Drugs		Package Coffee				
9	Evaporated Milk		Paper				

## ADVANCES.

## DECLINES.

## ADDITIONS.

## SUGAR.

	Barrels.
Cut Loaf	5.55
Eagle Tablets	6.05
Crystal Dominoes, 24 5-lb. pkgs.	7.25
60 2-lb. pkgs.	7.75
Patent Cubes	5.00
Confectioners Lozenge	4.90
Powdered	4.85
Fruit Powdered	4.75
Granulated, fine or standard, McCahan	4.80
Franklin	4.80
special fine	4.75
fine, 2-lb. bags	5.05
5-lb. bags	4.95
20 to lb. bags	4.90
25-lb. bags	4.80
200-lb. bags	4.75
coarse	4.85
Confectioners Crystal A	4.75
A Confectioners	4.60
A No. 1	4.50
A No. 2	4.45
Franklin B	4.30
Extra C	4.05
C	3.90

## TEA.

	Per lb.
Formosa--	
Extra choice, 1/2 and 1/4 chests	.40 - .45
Choice, 1/2 and 1/4 chests	.35 - .38
Finest, 1/2 and 1/4 chests	.30 - .32
Fine, 1/2 and 1/4 chests	.22 - .25
Oolong, Black--	
Extra choice, 1/2 and 1/4 chests	.30 - .35
Choice, 1/2 and 1/4 chests	.25 - .28
Finest, 1/2 and 1/4 chests	.22 - .24
Superior, 1/2 and 1/4 chests	.15 - .18
English Breakfast, Black--	
First Picking, 1/2 and 1/4 chests	.30 - .35
Choice, 1/2 and 1/4 chests	.20 - .25
Good to Superior, 1/2 chests	.15 - .17
First Crop, about 28-lb. original boxes	.20
Gunpowder, Green--	
Extra Firsts, 1/4 chests	.45
Firsts, 1/4 chests	.35
Extra Seconds, 1/4 chests	.30
Seconds, now, 1/4 chests	.22
Imperial, Green--	
Firsts, 1/2 and 1/4 chests	.45
Seconds, 1/4 chests	.27
Japan, Green--	
May Pickings, 1/2 chests	.38 - .40
First Crop, 1/2 and 1/4 chests	.30 - .35
Second Crop, 1/2 and 1/4 chests	.28 - .30
Basket Fire, uncolored, needle leaf, 1/4 chests	.30 - .35
Young Hyson, Green--	
Extra Firsts, 1/4 chests	.40 - .45
Firsts, 1/2 and 1/4 chests	.40
Seconds, 1/2 and 1/4 chests	.35
Hyson, Green--	
Extra Firsts, 1/2 chests	.35 - .40
Firsts, 1/2 chests	.28 - .32
Seconds, 1/2 chests	.25 - .27
Assam, Black--	
Choice, 1/2 chests	.28
Fine, 1/2 chests	.26
Tetley's India and Ceylon, Black--	
25-lb. boxes	.26
1/2 or 1/4-lb. tin foil pkgs.	.47

## AMMONIA.

	Per doz.
Victoria, 2 doz.	.90
Pincus, 3 doz.	.90
Oakdale, 2 doz.	.75
O. K., 3 doz.	.45
Violet, 2 doz.	1.00

Parsons, 2 doz. pints	1.55
" Dime, 2 doz.	.95
Banner Dry Ammonia	3.70
" case of 50s	2.82 1/2
" case of 25s	.95
" 1 doz.	.95

## AXLE GREASE

Frazer's, 15-lb. pails	per doz. .80
Mica, 1/4 gross	per gross 9.00

## BAKING POWDER.

Rumford Yeast Powder--	Per doz.
4-oz. glass, 2 doz.	.82 1/2
6-oz. glass, 2 doz.	1.07 1/2
6-oz. glass, 6 doz.	1.03
6-oz., 1 gross in bbl.	2.02
Rumford Baking Powder--	
sc. tins, 4 doz.	.45
roc. tins, 2 doz.	.90
1/2-lb. cans, 2 doz.	2.25
1-lb. cans, 2 doz.	2.50
Sea Foam--	
1/4 lb., 4 doz.	.95
1/2 lb., 2 doz.	1.75
1 lb., 1 doz.	3.40
Davis' O. K.--	
1/4 lb., 4 doz.	.45
1/2 lb., 3 doz.	.90
1 lb., 2 doz.	1.65
5 lb., 1/2 doz.	7.20
Cleveland's--	
roc. size, 4 doz.	.84
1/4 lb., 4 doz.	1.23
Leslie's--	
1/4-lb. cans, 4 doz., 4 cans rec.	.45
1/2-lb. cans, 2 doz., 2 cans free	.90
1-lb. cans, 1 doz., 1 can free	1.65
5-lb. cans, 1/2 doz.	7.20
Sea Gull, 6-oz. tin, 4 doz.	.45
Parrot and Monkey, 4 doz.	.45
Royal--	
roc. size, 4 doz.	.86
1/4 lb., 4 doz.	1.30
1/2 lb., 2 doz.	2.40
1 lb., 2 doz.	4.65

## BLACKING--Shoe.

Mason's, No. 1, 1/4 gross	Per gross 2.70
" No. 2, 1/4 gross	3.00
" No. 3, 1/4 gross	3.30
" No. 4, 1/4 gross	5.40
Blackola, roc. size	6.80
T. M., French	12.00
Shinola, 3 doz.	9.00

## SHOE DRESSING.

Mason's--	Per doz.
Black Dressing, medium	.85
" regular	.75
White Dressing, medium	.75
Combination Black	.75
" Russet	.75
Black Shine, No. 2	.45
" No. 3	.75
Tan Shine, No. 2	.45
" No. 3	.75
Acme, 2 doz.	2.25
Bixby's Royal Polish, 1 doz.	.80
" Jet Oil Polish	.80
Brown's Shoe Dressing, 2 doz.	.80
" Army and Navy, 2 doz.	.80
Boyer's French Dressing	.65
" Oil Polish	.80

Easy Bright, ladies	.83
" waterproof	1.25
Admiral Russet Combination	.70
" Shoe Dressing	.70

## GREEN COFFEE.

Java, extra fancy, genuine	Per lb. .22
Mocha, genuine, finest, 1/2 and 1/4 bales	.21 1/2
Mocha Seed Santos, fancy, choice	.18 1/2
Caracas, fancy, washed	.20 1/4
Maracaibo, strictly fancy, mild, choice	.19
Santos, Peaberry, extra fancy	.18 1/4
Santos, fancy	.18
Rio, Golden, fancy	.28 1/4
Rio, Prime	.16

## ROASTED COFFEE IN BULK.

Java, extra fancy, genuine	.27
Java, fancy, 50 lb. lots	.26 1/4
Mocha, finest	.27 1/2
Mocha Seed Santos	.22 1/2
Caracas, extra fancy, washed	.25
Maracaibo, extra fancy	.24
Santos, Peaberry, extra fancy	.23 1/2
Santos, extra fancy	.22 1/2
Rio, Golden, extra fancy	.22 1/2
Rio, prime	.20 1/4

## PACKAGE COFFEE.

Arlosa	100 lbs. 60 lbs.
Lion	.25 1/4 .23 1/4
Seven Day	.21

## COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Kosyr," 50 tins in box	per box 3.95
Hummel's, all tin, 1/2 gross	per gross 2.85
" improved, 1/2 gross	" 2.15
Floto's, improved, 1/2 gross	" 2.25

## BLUING--Dry.

Barlow's, small, 4 doz.	Per gross 2.75
" large, 3 doz.	5.40
Sawyer's, No. 1, 6 doz.	1.50
" No. 3, 3 doz.	4.00
Colburn's, No. 1, 4 doz.	2.60
" No. 2, 3 doz.	2.50
" A, No. 6, 12-oz. boxes, 1 oz. free	4.80
" Ball Blue, No. 2, 3 doz.	2.60
" No. 2, 3 doz.	4.80
Reckitt's, sc. and roc. asst., 8 lbs.	per box 2.30

## BLUING--Liquid.

Boyer's Bengal, No. 8, 1/4 gross	Per gross 3.85
French Laundry, large, 1/2 gross in bbl.	2.10
Admiral, 4 oz.	4.00
" 8 oz.	6.50
" 16 oz.	9.50

## BUTTER.

Tub Butter--	Per
Creamery, extra, 60-lb. tubs	
" first	
" second	
" third	
" dairy, extra, bakers' use, 30-60 lb. boxes	.26-
" 5 and 10-lb. rolls, 60 and 100-lb. boxes	.34-

Print Butter--	
Star or S. D., 1 lb., 20-50 lb. boxes	
B. B., E. D., 20-50 lb. boxes	
J. J., C. V., Gilt Edge, Gold Medal, 20-50 lb. boxes	
Sheaf ("400"), Elgin, 20-50 lb. boxes	
Sheaf	.35-
Awltru	
Milhen Farm, lbs. and 1/2 lbs.	
Gurnee, lbs. and 1/2 lbs.	
Honebe	
Pansee	
White Rock	

## CANDLES.

P. & G., 8s, 30 lbs	Per box
" 16s, 30 lbs	
Paraffine, 4s, 6s, 8s, cartons, 36-lb. cases	
Searchlight, hotel, 16s, 30 lbs	
Peerless, hotel, 16s, 30 lbs	
Becht Light, 16s, 30 lbs	per box
Pearl, 26s, 30 lbs	

## JARS AND JAR RUBBERS.

Mason's--	Per
Half gallons	7-
Quarts	4-
Pints	4-
Economy wide mouth--	
Half gallons	13-
Quarts	10-
Pints	8-
Jar Rubbers--	Per
Double lip, wide, 1 doz. cartons	per gross
Single lip, wide, 1 doz. cartons	"
Acme, wide, 1 doz. cartons, 5 gross boxes	per gross
Acme, medium, 1 doz. cartons, 5 gross boxes	per gross
Lightning, pure rubber, bulk	
Reliable, white rubber, wide	
" medium	
Black rubber, medium	
25-lb. lots 1 cent per lb. less.	
Jar Tops--	Per
1/2-gross boxes, no rubbers	1-
5-gross lots	1-
Jelly Glasses, fluted, bbls. 21 doz.	per doz.

## CATSUP.

Campbell's--	Per
Tomato, roc. size	
Tobasco, roc. size	
Snider's--	
Half-pints, 2 doz.	1-
Pints, 2 doz.	1 1/4-
Beechnut--	
Pints	2-
Half-pints	1-

## KETCHUP.

Curtice's "Blue Label," Tomato--	Per
Small	8-
Medium	4-
Large	3-

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

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# Organized Grocery Interests Will Oppose Proposed New Pennsylvania Food Law

**Local and State Wholesale and Retail Associations Join With Those of State to Fight Plan to Eliminate Benzoate of Soda and Sulphur Dioxide. Will Also Oppose Net Weight Provision. Not Opposed to Provisions Themselves, But to Pennsylvania Trying to Enforce Them Alone. Want Legislature to Wait Till United States Government Changes Its Status. Hearing Set for February 11th.**

There is considerable stirring among all classes of the wholesale and retail grocery trade over the announcement by the Pennsylvania State Dairy and Food Department that it would back a new general food law forbidding the sale of food products containing either sulphur dioxide or benzoate of soda, which bill, as reported last week, has already been introduced. The organized jobbing and retail interests will oppose these provisions of the bill in every way they can.

During the week several communications have passed between the Philadelphia Grocers' and Importers' Exchange, the Tri-State Wholesale Grocers' Association, the Philadelphia Retail Grocers' Association and the Pennsylvania Retail Merchants' Association, and a plan was adopted to have all these organizations appear before the Health and Sanitation Committee of the State Senate, which has the bill in charge. To give them this opportunity, the committee has fixed Tuesday, February 11th, for the hearing, and on that day will listen to anybody who has reasons why the bill shouldn't pass.

The main argument of the opponents of the bill will be that we can't afford to change our status in important food matters like the use of sulphur dioxide and benzoate of soda until the United States Government changes its status. They will plead that the old law has been absolutely satisfactory, and that the new one will completely disorganize business in many lines, particularly in molasses. There is now no molasses made in the United States that is not bleached with sulphur dioxide, and for Pennsylvania alone to say that it cannot be sold, is to invite the disappearance of the product from the State. The

same argument will be made with regard to benzoate of soda. The grocery interests are perfectly willing that both benzoate of soda and sulphur dioxide should be forbidden in food, provided everybody forbids it, at the same time, but for Pennsylvania alone to do it would, they contend, cause the trade of this State a heavy loss in business.

The net weight provision of the proposed new law will also be opposed on the ground that a similar bill is pending in Congress, and the proper thing to do is to wait until that passes, as it will likely do at the coming session, and then for the States to pass other bills modeled on it.

## Why French Sardines Are So Scarce and High.

**News Comes from United States Consul at French Ports that There Are No Fish and Packers Are Closing Hundreds of Factories.**

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

January 31, 1913.

News has come into the State Department from United States Consuls stationed at France that the sardine packers of France have of late, and as a consequence of the very poor catch in the last few years, decided to close all their factories along the coast of Brittany and Vendee.

This decision is partly due to the poor catch owing to the lack of fish and the antiquated fishing implements used by the "Breton" fishermen. It is noticed that in past years the fish which abounded along the coast of Brittany seem to have almost disappeared therefrom, or at least the sardine shoals are no longer to be found close to the shore as formerly and seem to be now in the offing.

The fishermen being poorly equipped cannot go too far off from the coast, and the consequence is that their catch is very trifling. They are unable to supply the factories with a sufficient quantity of fish, and when they secure a good catch try to sell it at very high prices. The manufacturers claim that the Spanish and Portuguese fish caught in large quantities are, on the contrary, sold at very low prices, and thus the Spanish and Portuguese manufacturers are enabled to favorably compete with French manufacturers.

Over 100 factories were closed on January 1, 1913, and many others, it is said, will close before the end of January, 1913. It is also said that several manufacturers will re-establish their works in Spain and Portugal.

The manufacturers' decision affects quite a number of industries, such as tin can factories, olive oil manufacturers, etc., and in Brittany alone over 50,000 people will thus be put out of employment. If the matter is not arranged between the canners and the fishermen, French sardines will be very scarce in the markets of the world.

HOLT.

## As to Selling Two Ounces of Flavoring Extract for a Dime.

**National Secretary Green Tells of an Exhibit Before a Grocers' Convention that Seems to Show it Can't be Done. Little Rock (Ark.) Grocers Their Own Ice Manufacturers. Green Denies False Statements as to Grocers' Spice Profits.**

Special Correspondence of "Grocery World and General Merchant."

Cleveland, Ohio,

January 30, 1913.

At the recent annual convention of the Colorado Retail Merchants' Association, one of the parts of the programme which was very instructive was a demonstration by Wilbur F. Cannon, ex-Food Commissioner of Denver, of how extracts and perfumes could be made without the aid of either vegetable or flower, warning all grocers to be careful in their purchases. He showed conclusively that it was impossible to get a two-ounce bottle of flavoring extract to sell for 10 cents. That a one-ounce bottle of lemon extract costing 15 cents

had more in it for flavoring purposes than a very large amount of many so-called lemon extracts. Perfumery such as rose, lilac and many other sorts were made without the aid of a flower and from coal-tar dye. This demonstration by Mr. Cannon should be seen by every retailer where it is possible to do so.

\*\*\*

The retail grocers of Little Rock, Ark., own their own ice plant and distribute to their members ice at \$3 per ton during the season. It was my pleasure to look through this large plant and to hear of the satisfactory results which have come about through the co-operation of those engaged in the retail grocery business of the city of Little Rock. They have a fine credit rating system there, as I also found in the city of Denver, Col. If this system is made use of it is almost impossible to lose any money from bad accounts.

\*\*\*

When the House Ways and Means Committee was hearing testimony as to what change, if any, should be made in the tariff on spices, W. J. Gibson, of New York, argued for a 50 per cent. duty on spices or luxuries. He testified that so long as there were to be duties on imports to raise revenue and not for protection there ought to be a duty on unground spices. Luxuries mostly produced in tropical countries. He said the only opposition to making unground spices dutiable would come from grocers "who charge the consumer from four to ten times what they cost them, and from the grinders and makers of perfumery and fancy soaps."

This statement made by W. J. Gibson was promptly denied by myself and a written protest was promptly placed in the hands of the Hon. Oscar W. Underwood, chairman of the Committee on Ways and Means.

JOHN A. GREEN,  
Secretary National Retail Grocers' Association.

**ELTON J. BUCKLEY**

Editor "Grocery World and General Merchant"

**Attorney and Counselor at Law**

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609  
Keystone, Race 746



# We offer to the grocers of the United States \$50,000 of our Quaker Oats and Mother's Oats advertising money

Every grocer who purchases Quaker Oats or Mother's Oats (regular or family size), and will make a display in his store, will be paid a refund for the advertising service.

By a display, we mean a pile of goods on the counter or bread box, or any prominent place in the store where the customers will be reminded to buy.

***We want a striking display in every store.***

We want it for your sake as well as for our sake.

It means a multiplied sale, and just at the season when Quaker Oats and Mother's Oats sell their best anyway.

On a one-case lot no allowance is made. It is not a sufficient display.

On a two-case order, displayed, we refund 40 cents. It is a small display, but we want to pay something to all grocers.

On a three-case order, displayed, we refund 75 cents.

On a five case order, displayed, we refund \$1.25.

On more than five cases we refund nothing at all, for a five-case lot gives all the display we need.

## This Is the Offer Good Only in the United States

Purchase now, from your jobber, a two-case, three-case or five-case lot of Quaker Oats or Mother's Oats, either or both combined, for delivery in one lot on or before February 15th, and make a display in your store as outlined above.

For such displays of Quaker Oats and Mother's Oats we refund to the purchaser as follows:

Two cases, regular or family size	-	-	-	\$0.40
Three cases, regular or family size	-	-	-	.75
Five cases, regular or family size	-	-	-	1.25

(By one case we mean 36 packages regular size or 20 packages family size)

### How to Collect the Advertising Refund

Mail to us your jobber's invoice showing the purchase of one of these quantities in a single delivery and before the date specified. On the invoice please make a notation that you have displayed the goods as per agreement. On receipt of this invoice we will send the merchant our check for the amount we owe him and return his invoice in the same envelope. Applications for refund should be made not later than February 20th and addressed to

## The Quaker Oats Company

Advertising Department, Chicago, Illinois



## Goods That Are Being Advertised to Your Customers

**"Grocery World and General Merchant" Makes Compilation of Products for Which Demand Is Being Created Through Leading Periodicals. Papers and Magazines Used as Basis Cover Entire Country.**

[The compilation which appears below is the result of more thinking along a line which was given some discussion several months ago, viz., the advantage to the retailer of keeping posted as to what products are being advertised to his customers, so that he may get the benefit of such advertising, if the product is for other reasons a desirable one to sell. The list here presented includes practically every leading magazine and periodical, and products that are not advertised in at least some of them are hardly advertised in this way at all, although they may be in newspapers or in direct ways, such as sampling, demonstrating, etc.]

### February.

#### Good Housekeeping.

Barton & Guestier Olive Oil, one page.  
Sapolio, one page.  
Old Dutch Cleanser, one page.  
Armour's Simon Pure Lard, one page.  
Wesson Snowdrift Oil, one page.  
Crisco, one page.  
Dromedary Dates, one page.  
Campbell's Soups, one page.  
Procter & Gamble's White Naphtha Soap, one page.  
Burnham & Morrill's Fish Flakes, one page.  
Jell-O, one page.  
Underwood Deviled Ham, one page.  
Welch's Grape Juice, one page.  
G. Washington's Coffee, one page.  
Beech-Nut Peanut Butter, half page.  
Northern Light Buckwheat Flour, quarter page.  
Kitchen Bouquet, quarter page.  
Kornlet, quarter page.  
Cresca Delicacies, two inches.  
Liquid Veneer, three inches.  
Horlick's Malted Milk, two inches.  
Nosco Onion Salt, half page.  
Burnett's Vanilla, half page.  
Hunt's California Fruits, half page.  
Educator Crackers, half page.  
Jap-a-Lac, quarter page.  
Electro Silicon, quarter page.  
Atwood Grape Fruit, half page.  
None-Such Mince Meat, half page.  
Sunshine Specialties, half page.  
Shefford Snappy Cheese, quarter page.  
National Oats, one page.  
Three-in-One Oil, half page.  
Ralston Wheat Food, one page.  
Quaker Oats, one page.  
Crystal Domino Sugar, one page.  
Knox Gelatine, one page.  
Heinz Baked Beans, one page.  
Stero Bouillon Cubes, one page.  
Puffed Wheat and Rice, one page.  
Ivory Soap, one page.  
Libby's California Fruits, one page.  
Egyptian Deodorizer and Aero-fume, two inches.

#### Everybody's Magazine.

Bon Ami, one page.  
Shredded Wheat, one page.  
Instant Postum, one page.  
Campbell's Soups, one page.  
Crystal Domino Sugar, one page.  
Snider's Catsup, one page.  
Sunshine Specialties, half page.  
Atwood Grape Fruit, half page.  
Jap-a-Lac, four inches.  
Fairy Soap, one page.  
Cresca Delicacies, two inches.  
Horlick's Malted Milk, two inches.  
Three-in-One Oil, quarter page.

Dromedary Dates, half page.  
Occident Flour, one page.  
Ivory Soap, one page.

#### The Century Magazine.

Baker's Cocoa, one page.  
Occident Flour, one page.  
Horlick's Malted Milk, two inches.  
Atwood Grape Fruit, half page.  
Peter's Milk Chocolate, one page.  
Ivory Soap, one page.  
Forest Home Farm Sausage, quarter page.

#### Collier's.

Educator Crackers, eighth page.  
G. Washington's Coffee, quarter page.  
Welch's Grape Juice, eighth page.  
Horlick's Malted Milk, two inches.

#### Saturday Evening Post.

Post Tavern Special, quarter page.  
Van Camp's Pork and Beans, quarter page.  
Wrigley's Spearmint, two pages.  
Puffed Wheat and Rice, half page.  
Unedda Biscuits, quarter page.  
Barrington Hall Coffee, quarter page.  
Towle's Log Cabin Syrup, eighth page.  
Mother's Oats, quarter page.  
Quaker Oats, half page.  
Fairy Soap, quarter page.  
Nosco Onion Salt, quarter page.  
Gold Medal Flour, one page.  
Ivory Soap, one page.  
Campbell's Soups, half page.  
Hunt's California Fruits, quarter page.  
Knox Gelatine, quarter page.  
Lea & Perrin's Sauce, four inches.  
Crystal Domino Sugar, four inches.  
Beech-Nut Peanut Butter, quarter page.  
Stero Bouillon Cubes, four inches.  
Armour & Co.'s products, one page.  
Cream of Wheat, one page.  
Crisco, one page.  
Chiclets, eighth page.  
G. Washington's Instant Coffee, quarter page.  
Bull Durham, one page.  
Nabisco, quarter page.  
Sunshine Biscuits, quarter page.  
Welch's Grape Juice, one page.  
Instant Postum, quarter page.  
Underwood Deviled Ham, quarter page.  
Occident Flour, quarter page.  
Snider's Catsup, one page.

#### The Woman's Magazine.

G. Washington's Coffee, quarter page.  
Crisco, one page.

Ivory Soap, one page.  
Royal Baking Powder, quarter page.  
Bon Ami, quarter page.  
Instant Postum, quarter page.  
Van Camp's Pork and Beans, quarter page.  
Post Tavern Special, quarter page.  
Snider's Catsup, one page.  
Mother's Oats, quarter page.  
Stero Bouillon Cubes, quarter page.  
Quaker Oats, half page.  
Jell-O, one page.  
Knox Gelatine, quarter page.  
Armour & Co.'s Products, half page.  
Sunshine Specialties, eighth page.  
Occident Flour, one page.  
Puffed Wheat and Rice, half page.  
Procter & Gamble's White Naphtha Soap, quarter page.  
Liquid Veneer, eighth page.  
Mapleine, four inches.  
Three-in-One Oil, quarter page.  
Welch's Grape Juice, one page.  
Fairy Soap, one page.

#### McCall's Magazine.

Wrigley's Spearmint, one page.  
Armour & Co.'s Products, two-thirds page.  
Ivory Soap, one page.  
Campbell's Soups, third page.  
Shredded Wheat, third page.  
Bon Ami, third page.  
Instant Postum, third page.  
Post Tavern Special, third page.  
Heinz Baked Beans, two-thirds page.  
Lea & Perrin's Sauce, four inches.  
Mapleine, four inches.  
Knox Acidulated Gelatine, half page.  
Liquid Veneer, quarter page.  
Jell-O, half page.  
Crisco, half page.  
Van Camp's Pork and Beans, third page.  
Puffed Wheat and Rice, two-thirds page.  
Three-in-One Oil, two inches.  
Old Dutch Cleanser, one page.

#### Harper's Magazine.

Peter's Milk Chocolate, one page.  
Atwood Grape Fruit, half page.  
Crystal Domino Sugar, quarter page.  
Blue Label Ketchup, half page.  
Ivory Soap, one page.  
Royal Baking Powder, quarter page.  
Baker's Cocoa, quarter page.  
Instant Postum, quarter page.  
Sapolio, one page.  
Shredded Wheat, one page.  
Swift's Premium Hams and Bacon, one page.  
Grape Nuts, quarter page.

#### Delineator.

Crisco, one page.  
Ivory Soap, one page.  
Bon Ami, one page.  
Royal Baking Powder, quarter page.  
Stero Bouillon Cubes, quarter page.  
Van Camp's Pork and Beans, quarter page.  
Instant Postum, quarter page.  
Dromedary Dates, quarter page.  
Liebig Extract of Beef, eighth page.  
Mapleine, four inches.  
Sunshine Specialties, eighth page.  
Post Tavern Special, one page.  
Mother's Oats, quarter page.  
Electro Silicon, three inches.  
Ralston Wheat Food, quarter page.  
Snider's Catsup, one page.  
Puffed Wheat and Rice, half page.  
Armour & Co.'s Products, half page.  
Hunt's California Fruits, one page.  
Quaker Oats, half page.

Procter & Gamble's White Naphtha Soap, quarter page.  
Occident Flour, quarter page.  
Three-in-One Oil, quarter page.  
Liquid Veneer, eighth page.  
Jell-O, one page.  
G. Washington's Coffee, quarter page.  
Knox Gelatine, quarter page.  
Welch's Grape Juice, one page.  
Fairy Soap, one page.

#### St. Nicholas.

Swift & Co., one page.  
Baker's Cocoa, one page.  
Peter's Milk Chocolate, one page.  
Jell-O, one page.  
Bensdorp's Cocoa, half page.  
Maillard's Cocoa, quarter page.  
Three-in-One Oil, quarter page.  
Ivory Soap, one page.  
Libby's California Canned Fruits, one page.  
Crystal Domino Sugar.

#### Pictorial Review.

Cream of Wheat, one page.  
Van Camp's Pork and Beans, quarter page.  
Campbell's Soups, quarter page.  
Post Tavern Special, quarter page.  
Mother's Oats, quarter page.  
Royal Baking Powder, quarter page.  
Instant Postum, quarter page.  
Wrigley's Spearmint, quarter page.  
Heinz 57 Varieties, half page.  
Armour's Products, half page.  
Crisco, quarter page.  
Puffed Wheat and Rice, half page.  
Jell-O, quarter page.  
None-Such Mince Meat, eighth page.  
Snider's Catsup, eighth page.  
Liebig Extract of Beef, eighth page.  
Quaker Oats, half page.  
Sunshine Biscuits, quarter page.  
G. Washington's Coffee, quarter page.

#### Outing Magazine.

Atwood Grape Fruit, half page.

#### Ladies' Home Journal.

Cream of Wheat, one page.  
Ivory Soap, one page.  
Bon Ami, quarter page.  
Post Tavern Special, quarter page.  
Ralston Wheat Food, quarter page.  
Welch's Grape Juice, quarter page.  
Mother's Oats, quarter page.  
Campbell's Soups.  
Instant Postum, quarter page.  
Nosco Onion Salt, one page.  
Stero Bouillon Cubes, eighth page.  
Puffed Wheat and Rice, half page.  
Huyler's Cocoa, eighth page.  
Liquid Veneer, eighth page.  
Educator Crackers, eighth page.  
Snider's Catsup, half page.  
Dromedary Dates, ten inches.  
Occident Flour, quarter page.  
Burnett's Vanilla, eighth page.  
Meadow Gold Butter, half page.  
Horlick's Malted Milk, two inches.  
Electro Silicon, two inches.  
Gold Dust, eighth page.  
Lea & Perrin's Sauce, four inches.  
Kornlet, four inches.  
Armour & Co.'s Products, half page.  
Procter & Gamble's White Naphtha Soap, quarter page.  
Quaker Oats, half page.  
Swift & Co.'s Hams and Bacon, quarter page.  
Hunt's California Fruits, eighth page.  
G. Washington's Coffee, quarter page.  
Jell-O, quarter page.  
Crisco, quarter page.



Royal Baking Powder, quarter page.  
Sunshine Biscuits, eighth page.  
Burnham & Morrill Fish Flakes, eighth page.  
Emery's Deviled Sardines, four inches.  
Beech-Nut Peanut Butter, quarter page.  
Hornel's Ham and Bacon, two inches.  
Shefford Snappy Cheese, three inches.  
Palm Olive Soap, one page.

**Woman's Home Companion.**

Cream of Wheat, one page.  
Ivory Soap, one page.  
Ralston Wheat Food, quarter page.  
Campbell's Soups, quarter page.  
Hunt's California Fruits, quarter page.  
Welch's Grape Juice, quarter page.  
Instant Postum, quarter page.  
Crystal Domino Sugar, quarter page.  
Post Tavern Special, quarter page.  
Liquid Veneer, eighth page.  
Puffed Wheat and Rice, half page.  
Snider's Catsup, half page.  
Armour & Co.'s Products, half page.  
Stereo Bouillon Cubes, eighth page.  
Sunshine Specialties, eighth page.  
Electro Silicon, two inches.  
Crisco, one page.  
Lea & Perrin's Sauce, four inches.  
Dromedary Dates, ten inches.  
Swift's Premium Hams and Bacon, quarter page.  
Three-in-One Oil, four inches.  
Heinz 57 Varieties, half page.  
Occident Flour, quarter page.  
Meadow Gold Butter, half page.  
Nosco Onion Salt, quarter page.  
Procter & Gamble's White Naphtha Soap, quarter page.  
Knox Gelatine, quarter page.  
Burnett's Vanilla, eighth page.  
Beech-Nut Peanut Butter, quarter page.  
Horlick's Malted Milk, two inches.  
Cresca Delicacies, two inches.  
Snider's Catsup, six inches.  
Jell-O, quarter page.  
G. Washington's Coffee, quarter page.  
Gold Medal Flour, one page.

**The American Magazine.**

Baker's Cocoa, one page.  
Fairy Soap, one page.  
Jap-a-Lac, quarter page.  
Bon Ami, quarter page.  
Snider's Catsup, one page.  
Chiclets, eighth page.  
Atwood Grape Fruit, quarter page.  
Heinz 57 Varieties, half page.  
Welch's Grape Juice, quarter page.  
Blooker's Cocoa, two inches.  
Ivory Soap, one page.

**Designer.**

Crisco, one page.  
Ivory Soap, one page.  
Mother's Oats, quarter page.  
Van Camp's Pork and Beans, quarter page.  
Royal Baking Powder, quarter page.  
Instant Postum, quarter page.  
Bon Ami, quarter page.  
Stereo Bouillon Cubes, quarter page.  
Post Tavern Special, quarter page.  
Puffed Wheat and Rice, half page.  
Jell-O, one page.  
Quaker Oats, half page.  
Armour & Co.'s Products, half page.  
Snider's Catsup, one page.  
Liquid Veneer, eighth page.  
Occident Flour, one page.  
Knox Gelatine, quarter page.

G. Washington's Coffee, one page.  
Sunshine Specialties, eighth page.  
Procter & Gamble's White Naphtha Soap.  
Mapleline, four inches.  
Three-in-One Oil, quarter page.  
Welch's Grape Juice, one page.  
Fairy Soap, one page.

**McClure's.**

Peter's Milk Chocolate, one page.  
Baker's Cocoa, one page.  
Ivory Soap, one page.  
Campbell's Soups, one page.  
Instant Postum, one page.  
Fairy Soap, one page.  
Dromedary Dates, half page.  
Sunshine Biscuit, one page.  
Blooker's Cocoa, two inches.  
Jap-a-Lac, quarter page.  
Cresca Delicacies, two inches.  
Wrigley's Spearmint Gum, one page.  
Cream of Wheat, one page.  
Post Tavern Special, one page.

**Scribner's Magazine.**

Sapolio, one page.  
Shredded Wheat, one page.  
Campbell's Tomato Soup, one page.  
Jell-O, one page.  
Forest Home Farm Sausage, quarter page.  
Knorr Consomme Cubes, quarter page.  
Atwood Grape Fruit, half page.  
Shefford Snappy Cheese, quarter page.  
Cresca Delicacies, two inches.  
Horlick's Malted Milk, two inches.  
Peter's Milk Chocolates, one page.  
Ivory Soap, one page.  
Libby's California Fruits, one page.  
Baker's Cocoa, quarter page.  
Grape Nuts, quarter page.  
Royal Baking Powder, quarter page.

**The Atlantic Monthly.**

Bensdorp's Royal Dutch Cocoa, half page.  
Atwood Grape Fruit, half page.  
Peter's Milk Chocolate, one page.

**A Good Thing.**

The following is from the latest issue of the "Retail Grocers' Advocate," of New York City:—

"The Quaker Oats Co.'s advertising plan, recently announced in the grocery trade papers, should meet the approval and support of every retail grocer. Unlike many of the propositions that are made to the grocers, which in many instances call for window space, but give to the grocer no remuneration beyond the profit made on the extra sales, the Quaker Oats plan pays the retail grocer for the space or the rent of the display, and it does not call for window display, but for displays made in the store, whether on the counter, bread box or any prominent place.

"The main feature of the offer, however, is that it is for the 'little fellows' and not the 'big fellows' in the grocery trade. Oftentimes, the complaint is made that in most advertising the 'big fellows' have all the advantage, and again the offer is such that the 'little fellow' is unable to participate in the plan. The Quaker Oats people have entirely reversed this. On a two-case order of Quaker or Mother's Oats they refund in cash (not in packages), 40 cents; three cases, 75 cents, and five cases, \$1.25, but on more than five cases nothing at all is refunded."—Adv.

Florida tomatoes are \$3 to \$4, which is an advance caused by scarcity. Good tomatoes are scarce. Hothouse fruit is also scarce and commands 30 to 40 cents per pound. Demand good.

# The Quality Cash Wholesale Grocery Warehouse

Nos. 1211-13-15 N. Second Street  
PHILADELPHIA, PA.

No. 1 Norway Mackerel	\$34.50
No. 2 Norway Mackerel	23.00
No. 3 Norway Mackerel	18.50
No. 4 Norway Mackerel	13.75

These are the finest Norway Mackerel; late caught Fancy White Fish. They are satisfaction to the bottom of the barrel. Should you prefer lower priced goods, can name the lowest market prices on grades below, but these prices are for selected goods, 200 pounds weight guaranteed per barrel.

We offer a lot of Good Quality Redipped Oregon Prunes, 40-50s, in 25-lb. boxes, at .07½

The fruit is fine, dark fruit and counts 50 to 51 to the pound. These are about 2 cents per pound less than this size is selling at.

A Pure Phosphate Baking Powder, packed 3 doz. 1-lb. cans to case, each can containing one spoon made of solid, bright metal that will wear the same all through, per doz. 1.30

Sugar sold at refiners' lowest wholesale, less one per cent. on date order received. Prices on the whole line right. We push quality goods; they win out.

Early June Peas, handsome embossed label, very good grade and tender, per doz. 1.07½

We offer 700 cases of a very good reliable Crushed Corn at 57½c. per doz., and will ship a sample case for your approval. Some brands of Crushed Corn are being offered at very low prices. The poor quality will do any dealer harm who sells them.

Yellow Granulated Corn Meal, 100-lb. bags 1.40

The trade on the 500s Matches quoted at \$3.30 per gross of 500s, full count, full length sticks, is growing. We pay freight on these goods both ways if they don't give the best of satisfaction. Include a gross in your next order.

Pure Black Pepper, 10-lb. boxes .14½

Full Cream York State Cheese, September make, paraffined .18½

Rolled Oats, fine quality, half barrels in sacks 1.85  
These are selected Oats and contain less hulls than any other brands of oats we have compared them with.

Pure Older Vinegar, will comply with all Pure Food Laws, Federal and State, per gal. .12

New Dried Green Peas, bags, per lb. .03½  
Will mail sample if you are in the market.

Cloudy Syrup, the finest made, will mail sample on request, we name a low price, barrels .23  
This grade is being sold for 25 to 2 c.; it is the best quality made; goods like these are the best advertisers of your business.

A splendid grade of Choice Muir Peaches, in 25-pound boxes .06½  
These are of the best grade Peaches that come from the Coast and are trade winners.

Send cash with order or reference and goods will be shipped and you can mail check after you have received goods. The business of prompt paying trade solicited :: :: :: ::

## William C. Young



# WITH THE EDITOR

Everybody remembers that before the parcels post law passed,

Why?

and while it was being discussed, the big mail-order houses came forward and vehemently denied that they would be the chief beneficiaries, as the retail trade claimed. "Why," they urged, "we will lose business instead of making it. Many of our customers, in order to get lower freight rates, now go out soliciting orders from their neighbors so as to reduce cost of transportation. When they can ship 11-pound packages by mail there will be no need to do that."

All of which was to some extent plausible and possibly somebody was deceived by it.

At the present moment an agent of Montgomery Ward & Co., one of the two largest mail-order houses in Chicago, is in New York reputed to have authority to draw on his house for \$5,000,000, if needed, to establish a New York mail-order branch. Sears, Roebuck & Co., the other of the two, have an agent in Pittsburgh, Pa., for the same purpose. Why? In order to hold business that they already have? Not a bit of it. They are doing it because the parcels post law has without doubt given them the grandest and best chance of their lives to penetrate to the uttermost corners of this country; corners where neither the railroads nor the express companies penetrate, but where the mails do.

When the United States Government brought criminal proceedings against the associations of retail lumbermen, on the ground that they were restraining trade and robbing competition of its rightful fruits, this journal reported the suit and commented upon the great similarity between some of the things the Government was proceeding against the retail lumbermen for doing, and some of the things which certain grocery

trade organizations were doing, or at least had done.

Quite recently the United States Court handed down a decision in the first round of the above case, enjoining the retailers from continuing the practices complained of. These practices consisted mostly of issuing various forms of black lists. Read the court's own description:—

The lists which are still being circulated may be called, for lack of a better name, "official reports." Nothing else, so far as we understand it, is now or was being done at the time this suit was brought by the defendants as a combination, except the circulation of these lists among the retail lumber dealers and associations and corporations. This seems to be the extent of their offending. Each of these "official reports" read as follows:

Official Report and Statement to Members.

You are reminded that it is because you are members of our association and have an interest in common with your fellow members in the information contained in this statement, that they communicate it to you, and that they communicate it to you in the strictest confidence and with the understanding that you are to receive and treat it the same way.

The following are reported as having solicited, quoted, or as having sold direct to the consumers. (Here follows a list of the names and addresses of various wholesale dealers.)

Members upon learning of any instance of persons soliciting, quoting or selling direct to consumers, should at once report same, and in so doing should, if possible, supply the following information: The number and initials of car, the name of consumer to whom the car is consigned, the initials

or name of shipper, the date of arrival of car, the place of delivery and the point of origin.

For a number of years there has been friction between the two groups, wholesalers and retailers. Wholesalers complained because some retail dealers had not been content with selling small lots for local delivery, but had negotiated sales of large lots from millmen to consumer. Retailers complained because some wholesalers had discovered a retail dealer's local customers and had themselves sold to such local customers in competition with the retailer.

The official report is a method adopted by the retailers to check this competition. Retail dealers, who are members of one or other of these associations defendant, are not required by their associations to refrain from dealing with any wholesaler whose names are in the list. There is no fine or penalty for dealing with them; nor is the retailer disciplined in any way if he does deal with them. But the record indicates that no such discipline is necessary.

The court granted an injunction restraining the retailers from issuing any more lists containing the names of alleged unfair manufacturers or jobbers. In order to make the whole plan clear, the retail lumbermen, who looked on large consumers of lumber, like furniture manufacturers, as their exclusive customers, were bothered because wholesale lumber dealers, who, according to the retailers, should have sold only to them; and occasionally manufacturers, who should have sold only to jobbers, went over the head of their proper buyers and sold direct to consumers. To protect themselves, the retailers found

out the names of the jobbers and manufacturers who did this, and sent them to all the member retailers who would boycott all the firms on the list.

The facts here tally exactly with conditions in the grocery field, in which some manufacturers sell direct to retailers, greatly to the resentment of the jobbers; and some jobbers sell direct to consumers, greatly to the resentment of the retailer. Each class tries to keep all the others off its grass, but if the Government wins its suit in the lumber case it will mean that by contract, at least there can be no private grass parks, and that no concerted, organized effort to conduct such can succeed.

One by one our time-honored privileges are being withdrawn most cruelly and ruthlessly. Read this newspaper dispatch from Evanston, Ill.:—

**A Ruthless Attack on a Time-honored Custom.**

## SUES BUTCHER FOR SCRAPS.

PROFESSOR'S WIFE FIGHTS CUSTOM OF PAYING FOR WHAT DEALER TRIMS OFF.

Evanston, Ill., Jan. 28.—Whether a butcher has the right to trim meat after it has been weighed and paid for, and in addition keep the shrinkage, may be permanently settled here through Mrs. George P. Jackson, wife of a Northwestern University professor.

Mrs. Jackson bought four and one-half pounds of tenderloin steak dressed into fillet of beef.

She paid for the steak of the weight ordered and then saw it paired. The "trimmings" were retained by the butcher. When Mrs. Jackson reached home she weighed the meat, and found that two pounds had been cut away, and caused the arrest of the butcher.

Justice Boyer listened to the arguments of two butchers, that the purchaser must stand the shrinkage, because "it is custom."

The magistrate said it might be custom, but that he could not see how it was legal. He dismissed the man arrested because he was only a helper, but advised Mrs. Jackson to sue the proprietor, which she said she would do.

When the wife of a Northwestern University professor stops to quarrel with a hard-working butcher over a few bits of cat meat,



LONG DISTANCE TELEPHONE CALL 1996

BRANCH STORES  
ROSELAND PARK, NEW JERSEY  
NEW BRUNSWICK, NEW JERSEY

REFERENCE STATE TRUST COMPANY AT PLAINFIELD, NEW JERSEY

MEMBER OF BUSINESS MEN'S  
CREDIT ASSOCIATION OF THE CITY  
OF PLAINFIELD, N. J.

**SOLOMON MANN**

THE BIG CORNER GROCER  
921-923 WEST THIRD STREET

PLAINFIELD, N. J. Jan. 27, 1915.

Grocery World and General Merchant,  
Gentlemen:

It is my pleasure to inclose my check for three dollars (\$3.00) for another year's subscription. It is the best three dollars I could invest, and I would not like to miss a single issue.

Yours for another year,

S.M./M.N.

*Solomon Mann*



en we have indeed fallen on  
il times and anything can hap-  
n.

But what about this long-con-  
qued custom? Its legal status  
this: The customer who pays  
r three pounds of meat can  
ce the dealer to give her three  
unds, which he doesn't do  
hen he hands her two pounds,  
irteen ounces and throws the  
her three ounces in his bucket.  
he is entitled to her whole three

pounds if she has paid for them,  
custom or no custom. There is  
only one qualification: If a but-  
cher could show that while she  
seemed to be paying for three  
pounds she really wasn't, for the  
price per pound was based on his  
getting back the trimmings, and  
actually she only paid a fair mar-  
ket price for two pounds, thir-  
teen ounces.

If he can show that, he can  
keep to his custom.

ness he had been one of the heads  
in another dry goods business in  
the same territory, and that his  
reputation for honesty, sobriety  
and ability was good.

He came to my office the follow-  
ing day, with all the figures which  
he thought would reveal his finan-  
cial condition. Without doubt  
the man was honest and freely  
gave up everything he knew.

His figures showed that he had  
been in business for five years.  
The first year, or the remaining  
nine months of it—his year was  
the calendar year—he had done  
about \$7,000; the next full year  
\$9,000; the next year \$12,000;  
the fourth \$15,880; and last year  
\$14,107.

He had \$14,500 worth of stock  
and fixtures on hand, of which  
all but \$600 was stock. This you  
will observe was just the amount  
of his last year's business. Turn-  
ing his money only once a year,  
although as I understand it, dry  
goods money ought to be turned  
at least three times a year.

He owed \$7,500 for merchan-  
dise and borrowed money, and  
was paying a monthly rent of  
\$105! On a business of less than

\$300 per week, on which he said  
he figured a *gross* percentage of  
only 25 per cent.!

Now comes the amazing part:  
"What do you figure your  
profits are?" I asked.

"Twenty-five per cent."

"Is that net or gross?"

"Gross."

"What are the net profits?"

"I haven't figured that out  
yet."

"But don't you have some sys-  
tem of calculating? What's your  
cost of doing business?"

"I haven't figured that out  
either."

"But you surely figured it out  
some time."

"I did once, yes."

"What was it then?"

"I don't just remember now."

"Haven't you known at any  
time how much of that twenty-  
five per cent. was eaten up by  
expenses?"

"Not exactly, no."

"What's your estimate about  
it?"

"I can hardly say; I'd have to  
figure it out."

"Do you draw a salary for  
yourself?"

## Almost Incredible But True

I have had a lot of people tell  
e that merchants were almost  
credibly careless about learn-  
g what it cost them to do busi-  
ess, and I have seen a number  
such cases myself, but I think  
never really appreciated how  
r such carelessness could go  
ntil last week.

A client of mine, several years  
go, and from time to time since  
at, had loaned money to a rela-

tive who was in the retail dry  
goods business. Last week the  
sum advanced had reached nearly  
\$4,000. The dry goodsman was  
being pressed by a few creditors,  
and had asked for another loan,  
whereupon the client came to me  
to talk it over.

I suggested that his relative be  
brought to me and that he bring  
with him his books. I learned  
that before starting his own busi-



## What's Your Time Worth?

Any man who is worth the room he takes up in a grocery store can find something more profitable to do, even in his spare time, than putting sugar in bags. Add to the waste of energy the cost of bags and twine and the loss from overweight, and you'll see why it's a losing proposition. The right way to handle sugar is in **Franklin Cartons**, because **Franklin Carton Sugar** is ready to sell when you get it; no scoop, no scales, no bags, no twine, no bother, no loss, but a neat carton that's a pleasure to handle. All the fast-selling grades of sugar are packed in **Franklin Cartons**—Granulated, Powdered, Confectioners' XXXX, Dessert and Table, Cube—and you can buy to suit your convenience in containers of 24, 48, 60 and 120 lbs.

**FRANKLIN SUGAR REFINING COMPANY, Philadelphia**

"Your customers know **FRANKLIN CARTON SUGAR** means **CLEAN SUGAR**"



"Yes, six dollars a week, and we take what we need in the way of supplies out of the business."

"How much do your draughts of goods for personal use amount to?" He had a wife and either one or two children.

"I never kept any account of that."

"Well, how did you figure that twenty-five per cent. was big enough for gross profit if you didn't know what it cost you to do business?"

"I thought it was all the goods would stand."

"As a matter of fact," and this concluded the interview, "you don't positively know, do you, that your expenses aren't more than twenty-five per cent.?"

"Oh, I'm sure—"

"But do you *know*?"

"I couldn't swear to it, no," he confessed.

Tell a man to take his wife and children into an engine room and order him to run the hundred horse-power engine, though he knew nothing of engines, and his position as he starts to experiment with the twenty odd levers which confront him will be much like this dry goodsman's has been. Up to now he has probably been living on his hump, like the camel, but the hump is gone, and where his future meals are to come from remains to be worked out.

E. J. B.

### Mann Net Weight Bill Takes Dangerous Turn.

**Now Planned to Pass Federal Bill Requiring Labeling of Net Weight and Measure Without Allowance for Shrinkage from Natural Causes. Secretary Green Goes to Washington to Protest.**

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

January 31, 1913.

There is a plan on foot to greatly increase the severity of the Gould (Mann) net weight bill by eliminating the clause which allows for what are called "tolerances," that is, variations in the weight of package products after packing and before sale, as by shrinkage or other cause for which the packer would not be responsible. It is now planned to pass the bill without this clause, thus making it necessary for every manufacturer not only to

label his goods with the full net weight at the time of packing, but he must also see to it that his goods do not subsequently shrink below it from any cause whatever. The bill was endorsed by almost all commercial interests when it contained the tolerance

clause, but it will probably be opposed by everybody now. John A. Green, secretary of the National Retail Grocers' Association, came to Washington on Thursday morning to take the matter up with the committee.

HOLT.

## Congress Asked to Get After Lowry and His "Committee of Wholesale Grocers"

**Resolution Introduced to Investigate Connection Between Frank C. Lowry, Supposed Secretary of the "Committee of Wholesale Grocers," Which is Fighting for Free Sugar, and the Federal Refining Co. of Which Lowry is Also the Secretary.**

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

January 31, 1913.

The squabble over whether to reduce the tariff on sugar has concentrated in an attack here on the Federal Refining Co., of New York, and Frank C. Lowry, its sales manager. For several years Lowry has flooded the country with literature favoring free sugar, or at least a reduction in the tariff. Most of his matter has been ostensibly sent out by a "Committee of Wholesale Grocers," he calling himself the secretary. It has developed during the past week that there never was a "Committee of Wholesale Grocers" created to fight for cheaper sugar, and that the body Mr. Lowry has been supposed to be secretary of was the Federal Refining Co.

R. L. Broussard, member of the House from Louisiana, got after Lowry during the week and introduced in the House a bill providing for a resolution "to make an investigation of the so-called Committee of Wholesale Grocers to ascertain for the public welfare the sinister motives behind the so-called committee and its activities in the framing of legislation looking to the advancement of the interests of the Federal Sugar Refining Co."

Mr. Broussard has also issued a statement during the week, the gist of which is as follows:—

Frank C. Lowry, head of the sales department of the Federal Sugar Refining Co., creates on paper only a so-called wholesale grocer's committee, the object and aim of which is to get free sugar. Backed by the all-inspiring title of the committee, which has never had a meet-

ing, which has never had any dues from members, and which is financed by the Federal Sugar Refining Co.

Mr. Lowry is taking an active part in legislation, declaring himself to be moved solely by the needs of the American consumer. He appeared before the Ways and Means Committee the other day in the interest of free sugar and the American people. This one-man association fights for free sugar only and fights in the name of the wholesale grocer and the consumer. Fights, too, with money contributed only by the Federal Sugar Refining Co., which will benefit by free sugar to the detriment of the sugar planters of the South and the beet sugar raisers of the West and Northwest. This one-man organization, disguised as a powerful committee of wholesale grocermen, makes no effort to benefit the great consuming public by reducing the cost of living in any commodity other than sugar. Sugar has gone down in price to the consumer; gone down steadily, while numerous other articles, beef especially, have gone up. It seems to me it is the duty of Congress to look into this matter. I want a special committee of the Rules Committee to go into this game of Mr. Lowry's and his employers, the Federal Sugar Refining Co. Perhaps an inquiry might bring the wholesale grocers together, and if it leads to nothing else other than real organization of these people who will go after the things that have gone up in price to the consumer, my resolution will have had a good effect. If it does this and exposes Mr. Lowry in his dual capacity of saviour of the people and servant of the Federal Sugar Refining Co., which is looking for free sugar in order to increase profits, the valuable time of the Rules Committee will not have been wasted.

Mr. Lowry has made no response as yet. Mr. Broussard's interest in the affair is that he represents the Louisiana sugar interests, who want the sugar tariff let alone.

HOLT.

### National Canners' Association Wants Lower Sugar.

Bert M. Fernald has presented to the Ways and Means Commit-

tee at Washington in his capacity as chairman of the Legislative Committee on the resolution passed by the National Canners' Association in convention at Rochester February, 1912, brief for reduction of the tariff on sugar. He points out that hundreds of thousands of pounds are used by packers of canned goods who are forbidden to use anything else, and they have a decided interest in the case. He says lower sugar would probably affect the price of canned goods.

### Bottom Drops Out of Sugar Market.

**All Refiners Go to 4.30 Cents Per Pound for Granulated, at Which They Are Losing About One-half Cent Per Pound. Sharp Competition and Prospective Tariff Reduction the Cause. Prices Will Probably Not Go Higher, But Lower.**

The sugar market has gone very nearly to pieces during the week and all refiners are now making sugar at an enormous loss. This journal predicted the slump as long ago as last fall.

At the present writing the refiners are selling granulated sugar on the basis of 4.30 cents per pound. That is the lowest price reached for a long time, and the refiners paid almost 4 cents for the raw sugar which they are putting into it, it can easily be seen that every pound nets them a loss. It is supposed to cost about .62½ cent per pound to refine sugar.

Although prices are extremely and sensationally low as compared with the present price of raws, they will probably be higher, this season at least. On the contrary, prices may go lower, even though the tariff is not reduced. The coming crop of raws is very large and raw sugar has been sold for February shipment at a price which will enable refiners to make a fair margin even at 4.30 cents. Only storms or unexpected setbacks in the growing countries can prevent this.

Sharp competition among the refiners, aided by the prospects of a lower tariff, are the cause of the premature lowering of prices, and the same causes may cause them to go still lower. There is still some domestic beet granulated around at about 4.20 cents.





# Ten Thousand Grocers

have found that a department of five, ten and twenty-five cent goods is a better advertisement for them than slashed prices on staples.

And there are ten thousand grocers right now whose departments of popular-priced home goods are doing more to keep trade at home than any suicidal price reduction they ever made.

Such a department saves your staple lines from the chopping block, and changes your advertising from an expense to a profit.

How much does it cost?

Fifty dollars will buy much, one hundred dollars will buy more, but the easiest and quickest way for you to get complete information is to write to our nearest headquarters for a free circular of explanation which gives every detail that you will wish to know.

## FREE

### Sales-making Window Trim

of all goods here shown will be mailed to every merchant requesting the same from Department A. P., Butler Brothers, Chicago.

# BUTLER BROTHERS

*Exclusive Wholesalers of General Merchandise*

NEW YORK

CHICAGO

ST. LOUIS

MINNEAPOLIS

DALLAS



## The New York Letter

**Austin Leaves Grocers Co. Proposed Bill to License Commission Merchants. More Flour on Hand than the Market Needs. New York State Jobbers Will Stand by Manufacturers Who Refuse to Sell to Retailers. Various Items and Market Summary.**

Special Correspondence of "Grocery World and General Merchant."

New York, Jan. 31, 1913.

J. T. Austin, former secretary of the American Specialty Manufacturers' Association, but for the last few years secretary and general manager of the United Grocers Co., a co-operative retail grocers company doing a wholesale grocery business in Brooklyn, N. Y., severed his connection with that concern last Wednesday. Mr. Austin had a ten-year contract with the company, giving him a percentage on all business done, which had several years yet to run, but it was ended by mutual consent by a satisfactory financial arrangement. The general impression is that the business has been and still is successful, but that Mr. Austin is too high-priced a man for it.

\*\*\*

Alfred W. McCann, formerly advertising man for Francis H. Leggett & Co., wholesale grocers, recently left that concern and entered the employ of the "Globe," in the columns of which he is presenting highly sensational articles supposed to be descriptive of food conditions in New York, meaning particularly purity. The following is from one of his articles describing the "sour hash" meat sold by some butchers in the Washington market:—

This meat is known to the butcher as sheep lungs. For 30 cents "The Globe" men bought ten pounds. When brought to "The Globe" editorial rooms ten minutes later they were found to be badly mottled, some pale pink, some with deep red discolorations, and some with ugly purple spots.

This condition did not necessarily or conclusively prove the existence of disease, but on two of the lungs pus sacs were discovered, which burst upon the application of pressure and discharged a thick yellowish liquid. These pus sacs, no larger than a small pea and not likely to attract attention unless carefully examined, demonstrated that the meat was not fit for food.

\*\*\*

The bill to license commission merchants is likely to attract much more attention than was supposed when it was first sug-

gested. The measure, as introduced in the Legislature at Albany by Senator Franklin D. Roosevelt, is getting important support. A study of the bill shows that it is likely to have far-reaching consequences.

One of its most important features is a provision requiring commission merchants to supply names of the buyers to the farmers. Under this provision, each farmer is to be notified of the names and addresses of the dealers or others who buy his produce through the agency of the commission merchants. This provision will be opposed bitterly, as it is claimed that it would enable the producer to undermine the business of the commission man.

At a hearing given on the bill at Albany Wednesday of this week, it was supported by ex-Mayor Seth Low, of this city; Dean L. H. Bailey, of the Cornell College of Agriculture, and Ezra Tuttle, of lima bean fame.

The speakers urged that new methods must be adopted in food distribution. They said that the present methods were adapted, perhaps, to the last century, but are not suitable for the new conditions of the present century. The licensing of commission merchants and the establishing of central markets, in the opinion of the speakers, will go far toward bringing about a remedy for evils of which the public has been complaining.

Mr. Tuttle said that he has been long trying in vain to find out why the retail grocers in New York pay \$1.50 a bushel for lima beans when the farmers in Long Island get only 40 cents a bushel for the same beans. He said that he cannot understand how the commission men manage to keep prices at this proportion.

Among other things the bill provides a system of grading vegetables and fruits.

Another bill which Senator Roosevelt is to propose soon is intended to encourage the forma-

tion of co-operative associations for the buying and selling of produce.

\*\*\*

A congestion in flour shipments is reported from the terminals and docks in this city. It is estimated that there are 1,000,000 barrels at these terminals. Usually 750,000 is considered heavy. The amount seldom goes below 500,000 barrels.

It is said, however, that practically all of this flour has actually been sold by the mills so that there is no likelihood of a break in prices because of such congestion. But the vast amount of flour on hand is discouraging any new business and the trade is waiting for the flour to move into consumption before any buying at first hands will be resumed.

\*\*\*

At the annual convention of the New York State Wholesale Grocers' Association in Binghamton, N. Y., last week, the secretary, Nelson Gray, in his review of the work of the last year put in some strong words for jobbers supporting those manufacturers who sell only through the jobbing trade. On this subject he said in part:—

While it is not my intention to criticize the action of any member, I feel it my duty to call attention to what appears to be a lack of appreciation by some of the wholesale grocers for the concessions obtained through the efforts of the association. Extra cash discounts are granted for a specific consideration, and that consideration is, the extra effort the jobber is expected to put behind these goods, and failure on the part of some of our members to do this, is a detriment to the best interest of the association.

If business is to be conducted on the highest plane, the position of the manufacturer, the jobber and the retailer should be clearly defined, and each should not only do his part, but should receive proper compensation for the distribution of the food products of this country. Above all things they should be loyal to each other.

Are the wholesale grocers loyal to the manufacturers, who market their products exclusively through the jobbers, when they put their goods on the same level as they do the manufacturers who sell the better part of the retail trade direct and then ask the jobber to finance and carry that part of the trade that they consider unworthy of credit?

I urge all the wholesale grocers to give decided preference to those manufacturers who market their goods exclusively through the jobber. If you will do this you will soon see a material change for the better in your business. The weak point in the association is the lack of thorough co-operation. You naturally look for good results from the efforts of your officers, and I am pleased to say they have not failed on that point.

From careful and conservative estimates I find that a firm doing a

business of \$500,000 a year is getting in cash and other discounts over and above the discounts received three and a half years ago, approximately \$1,500 a year, and this amount was obtained solely through the efforts of association work. If the officers of the association can accomplish this with the support now given them, what could they accomplish if the members acted as a unit?

All the retiring officers were re-elected as follows:—

President, C. T. Wilson, Buffalo; first vice-president, Sylvan L. Stix, New York; second vice-president, Walter Smith, Rochester; third vice-president, W. K. Leech, Newburgh; treasurer, Howard L. Stills, New York; secretary and general manager, Nelson Gray, New York.

Executive Committee: George Gennerich, New York; F. W. Hannahs, Newark, N. J.; H. S. Reynolds, Poughkeepsie; Philip Staib, New York; C. T. Bogue, Brooklyn; E. Frank Brewster, Rochester; E. C. Stewart, Ithaca; C. W. Malby, Corning; C. I. Wheadon, Elmira; Edmund Campson, Buffalo; B. F. Marshall, Buffalo; E. G. Eddy, Troy.

Papers were read by Sylvan Stix on "Sales Efficiency"; W. K. Leech, on "Co-operation Between Wholesale Grocers," and by Alfred H. Beckmann, secretary of the National Wholesale Grocers' Association, on "Necessity of State and Local Association."

Other papers were read by J. W. Hannahs and W. H. Race.

At the banquet C. T. Wilson acted as toastmaster. The toast list included addresses by Dr. J. Reichmann, State Superintendent of Weights and Measures; Fred. Mason, of the Shredde Wheat Co., Niagara Falls, N. Y.; Philip C. Staib, New York; George Cullen, passenger traffic manager of the Lackawanna Railroad, and George Gennerich, New York.

The sessions were held in the Arlington Hotel. This was the association's 25th annual convention. About 100 houses were represented.

\*\*\*

A movement to eliminate the State Superintendent of Weights and Measures, Fritz Reichmann, by abolishing his department, is under way. It was started by a special commission of so-called "graft-hunters," designated by Governor Sulzer to look into the

(Continued on page 21.)





## Why Pay the "Long Price"?

**Michigan Cash Registers Save You  
25% of the Cost of Any Other Make**

The Michigan No. 6 Total Adder at \$75 is 25% cheaper than any other register of its class. Thousands of merchants have already been convinced of the truth of the above statement.

Our factory is working overtime filling orders for many other merchants who have taken advantage of this saving.

The Michigan Cash Register No. 6 gives more value for less money than any total adder ever built; *more value* because it is better designed, better built, better finished and will do more for merchants; *less money* because it costs only \$75, 25% less than registers of this class made by others.

And remember you can buy this on your regular account from your own jobber.

Ask the jobber's salesmen who sell you other goods about the Michigan No. 6. If they cannot supply you write us direct for our new catalog E 2 showing our complete line.

**MICHIGAN CASH REGISTER COMPANY - - - Detroit, Mich.**

## Welch's Increases Trade

By producing Grape Juice of the highest quality and by liberally advertising the fact, we have created a demand for Welch's that benefits the dealer. We make you a partner in the sharing of the profits resulting from its merited favor and the wide-spread publicity that we secure for

**Welch's**  
*The National Drink*  
**Grape Juice**

Our whole attention is given to the production of Welch's.

We make no other brands and we furnish no product to be distributed under private labels.

Make your store a distributing point for Welch's and thus share the advantage created by our advertising.

The family trade in Welch's is constantly increasing. You cannot afford to let your customers go elsewhere for Welch's Grape Juice. You cannot afford to neglect the opportunity Welch's offers for securing new customers.

We will send free window and store display material if you desire to make Welch's a specialty.

Get into the Prosperity Procession by Pushing Welch's.

Sold by all Jobbers.

**THE WELCH GRAPE JUICE COMPANY**

WESTFIELD, NEW YORK







### CXCII.—A Pending Plan to Stop Fraud by Cashing Checks.

Several months ago I presented something in these articles regarding the legal status of the man who has cashed a check for a customer, and has same returned to him protested and unpaid, possibly with the significant "not suff." stamped across its back. I am advised that there is a nation-wide movement to cure the fact that in such cases the victim of the swindle is usually helpless, and it takes the form of a movement by a number of associated national mercantile organizations to have the Legislatures of all States pass as soon as possible a law which will make it a criminal offense to give a check, or certainly to have one cashed, when the maker has not sufficient funds in the bank to pay it. Most States have laws which are incorporated into what is called a criminal code, and the idea is to add some such provision as the following to it, creating as a misdemeanor:—

4. The giving or drawing of any check, draft or order upon any bank, person, firm or corporation, with which or with whom said person or persons giving or drawing such check, draft or order has not at that time sufficient funds to pay same; provided, if within thirty days after said check, draft or order is given or drawn, the person or persons giving same shall pay the amount of said draft, check or order to the person to whom said check was given or drawn, then the person or persons shall be prosecuted no further.

I do not regard this particular provision a complete remedy, but it would help. Its weakness appears to be that if the maker of a check had enough in bank to pay it to-day, when he had it cashed, he could draw it out to-morrow before the check was presented, and escape liability. My own opinion is that nothing less will serve to cure this widespread evil than a law requiring every man to have at all times enough money in bank to cover all the

checks he has given, particularly when any of those checks have been cashed for him by somebody else. There is a great difference between the offense of a man who has been given credit, not on account of any check, and who when his bill comes in at the end of the month pays it with a worthless check. The bad check took nothing of value from the merchant; he still has the same action to recover the price of his goods that he had before the check was given.

But the man who gets you to cash his check or exchange checks with him, both of which are equivalent to selling it for money, does a very different thing. If his check comes back unpaid, you are apt to lose the amount of it, for such people are usually execution proof. I am not clear that the first offense should be made criminal, but I am very certain that the second one ought to be.

Almost anything would be an improvement over the present situation, however. Take a case that arose recently under my own observation. A large retail merchant with whom a certain consumer had an account was one day asked by him to cash his check for \$20. The merchant did so, and the check was returned "not suff." A warrant was issued for the arrest of the maker of the check, but when the case was heard he was discharged. He proved that he did have a small amount in bank, and that the bank had once or twice before paid checks that overdrawed his account. This, the court held, was sufficient to take the case out of the category of fraud, and in the present state of the law, this is without doubt true in all States. The law is thus expressed in a leading case:—

If the drawer of a check payable instantly, knows that he has no funds in the bank to meet it, and no reason to expect the bank to pay without funds, he is guilty of a fraud. His conduct in drawing the check amounts to a false affirmation that money is there to meet it.

For cases that fall within it, this is all right. I saw a case only the other day where a man got a hardware dealer to cash a check for him. The check came back marked "no account," and it was learned from the bank that the maker had never had an account there. In such a case he can always be arrested, for he could not have had any reason for expecting a bank with whom he did no business to pay his checks, therefore the fraud was obvious.

The same rule would doubtless be applied where the maker of the check had once had an account with the bank but had long since closed it out.

But it is very seldom that a swindler of this character uses a check on a bank in which he has never had funds. He has probably been informed that he can easily escape by doing it a little differently. So he keeps a little bank balance, and draws his checks against it; this enables him to say: "Why I have an account there, and my check book was added up wrongly and I thought I had more than I had." Or "why the bank has always (or often) paid my overdrafts before, and I thought they'd do the same this time." Where there is the slightest color for this claim, the maker of the check will be allowed to go free, so far as criminal action is concerned. There are even some cases which hold that where a man has had an account with a bank right along, but at the moment happens to have no money in it, he cannot be punished criminally for giving a check which comes back unpaid,

if he had any reason whatever for believing that the bank might pay.

The point of all of this is that if getting a check cashed without the funds to meet it at the time it is presented for payment, is made a criminal offense, very few men will do it, and those that do will usually refund under threat of criminal prosecution. As long as it is not a criminal offense, but gives only a right to bring a civil suit for the recovery of the money, the thing will go on being done hundreds of times every day as it is now.

(Copyright, February, 1913, by Elton J. Buckley.)

Question: Solomon Mann Plainfield, N. J.—I am inclosing you three blank notes which my bank here is using, and I would like to see your answer through your Legal Department, if there is any difference between the three and if there is kindly explain full details. As for myself I know if I put my name to any of them it means that they shall be paid.

Answer.—There is a decided and very vital difference between the three notes. No. 1 is the ordinary form of promissory note such as is used thousands of times every day. No. 2 is like it except that on the back, at the very top, above where the endorsements will go, is printed this: "For value received I hereby guarantee the payment of the within note and waive any defenses to the same." The endorser who signs under this wording takes on himself a much greater liability than an endorser who merely signed, as nearly as endorsers do, No. 1. Thus the note gives much greater protection than No. 1, to the man who risks money on it.

No. 3 gives the greatest protection of all. In general wording it is like No. 1, but bears on the back the same wording printed on No. 2. In addition, the following appears on the face just above the signature:—

This note and the consideration thereof, are for the benefit of my sole, separate and individual estate, which estate I expressly charge with the payment thereof.

I can think of several situations in which this might come in handy. One is to prevent the maker from claiming that the note was given merely as an accommodation, and that therefore he shouldn't pay it. If he signs





## The Coming Powders

The time will come—is coming, in fact, when the great majority of the people will exclusively use baking powders made with phosphates, of which **Rumford Powders** have been leaders for years.

This is because they are not only not harmful, but being good in themselves, they are actually healthful, wholesome and helpful. There is no more wholesome combination in food chemistry than the phosphates, starch and soda of which **Rumford Powders** are composed.

And as leaveners, **Rumford Powders** are absolutely unexcelled. They have always paid a good profit to the retailer.

**Rumford Chemical Works**

PROVIDENCE, R. I.



this he certifies that such is not the case.

It might also prevent some of the claims which a married woman might set up as reasons why she should not pay a note that she had signed.

Also, where it had to be presented to the estate of the maker of the note, after he was dead, it would be an answer to various defenses that might be raised against it.

**NOTE.**—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

### New Patents and Trade-marks in the Grocery Line.

*Messrs. Davis & Davis, Washington Patent Attorneys, report, this week, the grant of the following patents:—*

Washington, D. C., Jan. 28, 1913.  
1,051,200. Cash drawer. W. L. Deming, Salem, Ohio.  
1,051,421. Percolator. J. F. Lamb, New Britain, Conn.  
1,051,452. Folding bakery rack. H. J. Rock, Milwaukee, Wis.

### TRADE-MARKS PUBLISHED FOR OPPOSITION.

Ser. No. 65,548. "Ches-nuts" for crackers, biscuits, cakes and bread. Jacksonville Cracker Works, Jacksonville, Fla.

Ser. No. 65,549. "Jo-Jo" for crackers, biscuits, cakes and bread. Jacksonville Cracker Works, Jacksonville, Fla.

Ser. No. 65,550. "Big Strike" for crackers, biscuits, cakes and bread. Jacksonville Cracker Works, Jacksonville, Fla.

Ser. No. 66,431. "Quaker" for canned goods. The John Boyle Co., Baltimore, Md.

Ser. No. 44,152. "Club House" for canned goods. F. MacVeagh & Co., Chicago, Ill.

Ser. No. 44,154. "Casino" for canned goods. F. MacVeagh & Co., Chicago, Ill.

Ser. No. 44,157. "Telmo" for canned goods. F. MacVeagh & Co., Chicago, Ill.

Ser. No. 64,879. "Santa Clara" for candy. E. Greenfield's Sons, New York, N. Y.

Ser. No. 65,206. "Nalco" for canned goods. Nalley Grocery Co., Austin, Texas.

Ser. No. 65,969. "Hebe" for tea. T. R. Macy, New York, N. Y.

Ser. No. 66,661. "Medley" for candies. Wallace & Co., Brooklyn, N. Y.

Ser. No. 66,849. "Mecca" for blended coffee. C. B. Wagstaff, Detroit, Mich.

Ser. No. 67,053. "Golden Sunset" for teas. Loudon & Son, Inc., New York, N. Y.



## SKIPPER SARDINES

### A GOOD THING

**SKIPPER SARDINES** are the finest Norwegian Sardines that come to this country, from a land that packs the finest Sardines in the world. Tender, spicy little fish in pure olive oil or tomato sauce. Your customers are sure to like them.

There has never been a Sardine success like **SKIPPER SARDINES**; why? First, because of quality, of course, but second, because we guarantee both the sale and your profit.

**Angus Watson & Co.**

SOLE PROPRIETORS "**Skipper**" Sardines.

1011 Chestnut Street, Philadelphia, Pa.

Branch of Angus Watson & Co., Newcastle-upon-Tyne, England



## You Can't Possibly Lose

Probably the most important thing to you about **Wheatena** is the fact that you can't possibly lose on it—we guarantee it in anybody's hands.

Any manufacturer who gives a guarantee as wide as that must certainly be pretty sure of his goods.

We are sure. We know **Wheatena** is the most delightful wheat cereal made (the hearts of selected wheat) and the greatest repeater of the cereal line, bar none.

**The Wheatena Co., Rahway, N. J.**

Member of the American Specialty Manufacturers' Association

## The Same Man



CHARLES A. SMITH  
Managing Director



## The Same Coffee

## The Same Place



A notice of removal has been mailed broadcast by a concern using a title styled similar to our former business name of **F. A. Cauchois & Company** that might lead you to believe that it was this company that was moving.

Please address all communications to

**PRIVATE ESTATE COFFEE CO.**

Successors to F. A. CAUCHOIS & COMPANY

FULTON MILLS

21-23-25 Fulton Street, New York



## THE STROLLER'S COLUMN



### How One Sampler Got Hers.

"What in thunder has Mary George got against Burbank?" I asked my wife the other night after some chums of hers had gone.

Mary George is a 32-calibre talker, believe me, and she had used up most of the evening ripping up Burbank's grocery store, about two squares down the street from us.

"Didn't you ever hear about that?" said my wife, and when I said I hadn't, she told me.

"They made her stop eating samples when she went in there," said my wife, "and now she can't say enough against them."

I've known little Mary George—of course that ain't her right name; I hate to think of what would happen to little me if it was—for five or ten years, and I always said she was the prize jollier of 'em all. She can put it over better than any pitcher the National League ever had, and that has got her a big bunch of good graft that other people missed.

For instance, I was in this same Burbank's store with her once. Not alone with her, don't you dare think that; my wife was along.

I got on to Mary right away.

"Oh, Mrs. Burbank!" she said, waltzing over to a show case, "do you really mean that those lovely cakes are only *sixteen cents a pound*? Why how can you do it? Your husband must be a smart one. Let's see if they taste as good as they look."

Mrs. Burbank, plumb hypnotized, handed out the tin measure, and foxy little Mary took four. Did she offer any to my wife or me? Not so I noticed it.

"Oh, Mrs. Vanderbilt, see here!" she called out to my wife from across the store in a minute, "did you ever see lovelier candied

pineapple? How much is it, Mrs. Burbank? \* \* \* Is *that* all? Well this is certainly an up-to-date store. Is that pineapple the very sweet kind, Mrs. Burbank?"

Mother Burbank reaches in again and Mary selects one of those large hunks that usually go to people with first premium cheeks.

Besides this she nibbles about the place more or less—cheese, dried beef, etc.—and when we go out she's had a fine free eat and ain't spent a cent. All the real money spent in there comes out of my wife and me.

My wife told me afterward that that was Mary's little game; she worked it everywhere. The fight she had with Burbank in the end came one day when she went in there with some other woman and tried to get the same thing over again. Mrs. Burbank, who's always in the store, is a big, slow girl who thinks steady for an hour before she says anything. She had been getting on to Mary George for months, but hadn't talked about it any. This time Mary started her same little cackle about "Oh, this only fifteen cents," and so on, and then reached out her ever-ready paw to take some. But this time Mother Burbank was right there with an injunction.

"Our goods are to sell, not to give away, miss. "She handed it to her right between the eyes. At least that's the way the thing came to me,

Mary was some wild.

"What do you mean?" she burst out. "If you can't let your customers try things before buying them, it's a nice thing, I think!"

"I don't think of you as a customer, miss," said Mrs. Burbank,

"you've only spent twenty cents with me in nine months."

Meanwhile the other woman, who like all the women was onto Mary, was having the time of her life. So Mary up and stormed out.

That's why they tell me she puts the prod into 'em everywhere she goes, whether people want to listen to her or not. She's sore—got a sort of tongue-running sore, don't you understand (some clevah, eh, what?) and she's going to do those honest Burbanks all the harm she can from now on.

"How much harm can she do?" I asked my wife.

"If she keeps going on the way she is now, she can do a lot," she said. "You know she belongs to a lot of societies, and she can do a lot of talking there."

What would you have done, old man? Would you have let her go on sponging on you, time after time, so as to keep her mouth shut, or would you have done what Mrs. Burbank did? Understand it was either a case of giving her eats every time she worked for 'em, or cutting her off dead. To be sure, she might have been let down easier, but the chance is she would have been just as sore no matter how she was let down.

If she was let down at all.

I was talking the thing over with my brother last week. He has a city store, and while he don't know as much about things as I do, he knows a little something.

"Mrs. Burbank was wrong," he said. "I'd stand most anything rather than get a long-tongued woman going about the country running my store down. As between that and giving her a bit of stuff once in a while—why, there's nothing to it. You can't measure

the harm your friend Mrs. George will do, and you can't stop her from doing it, either."

I ain't sure I agree with him. I'll pour hot soup on a sponger every time I can. Gad, how I hate 'em! And I ain't sure that I wouldn't have let out on Mary George a heap worse than Mrs. Burbank did. She might have turned around and bit me, but wouldn't have kept me from feeling plumb good over having handed her the goods.

THE STROLLER.

### AMONG THE TRADE.

Thomas Martindale, at the request of the International Correspondence Schools, Scranton, Pa., delivered an address before the Scranton Advertising Club last Monday evening on the Martindale advertising. This advertising is distinctive, particularly that part of it done in newspapers, and has the reputation of regularly paying a larger dividend, in traceable orders, than any other grocery advertising ever done in a newspaper.

The Philadelphia Retail Grocers' Association held its twenty-seventh annual banquet at the Hotel Walton on Wednesday evening last, the usual very large number—about 500—members and wives being present. There was an elaborate vaudeville programme and the members themselves joined in singing several songs. The only speakers were Albert Kaiser, president and master of ceremonies, and D. J. Woods, chairman of the Banquet Committee, the other members of which were J. P. Higgins, C. Y. Scully and W. R. Rapp.

### Coffee Trust Bill Likely to Pass.

The Norris bill to authorize Government seizure of imported merchandise controlled by a trust or imported under illegal agreement, was approved on Monday last by the United States Senate Judiciary Committee. The measure is aimed at the Brazilian coffee monopoly which has had thousands of sacks of coffee stored in New York in bonded warehouses out of reach of the Government's anti-trust machinery. The Norris bill has passed the House and the Senate will be asked to take it up at once.



Trade-mark crisscross lines on every package  
**Pescio Grits and Barley**  
**Crystals** BREAKFAST AND DESSERT  
 CEREAL FOODS  
 CASES OF STOMACH, INTESTINAL, KIDNEY AND LIVER TROUBLES  
 Delicious foods for sick or well.  
 Like other goods. Ask Doctors. For book or sample, write  
 WELLS & RHINES, WATERTOWN, N. Y., U. S. A.

## IMPORTANT

### Retail Grocers

who wish to please  
 their customers should  
 be sure to supply them  
 with the genuine

### Baker's Cocoa and Chocolate

with the trade-mark  
 on the packages.  
 Registered  
 U. S. Pat. off  
 They are staple goods, the  
 standards of the world for purity  
 and excellence.

MADE ONLY BY

**Walter Baker & Co. Limited**  
 DORCHESTER, MASS.  
 Established 1780



## Protection from Butter Market Troubles

Butter market conditions like the present always bring uncertainty as to grades and qualities—what a comfort it is to the grocer who sells **Gurnse** through it all. He knows that its quality will remain absolutely uniform, that no condition that can possibly arise will result in the slightest lowering of it, and that the price will be fair and right no matter what happens to the general market.

The highest grade dairy butter made in the United States. Wrapped in brine-dipped parchment and sealed in handsome carton.

Packed in 20, 30 and 50-pound boxes—pounds and half-pounds—41 cents  
 Prices subject to market changes.

**P. F. BROWN & CO.** 39-41-43 SOUTH FRONT ST.  
 PHILADELPHIA, PA.



Ham without a name is "just ham," and has no uniform quality. It may be good once, but you don't know how it will be the next time.

Your customers can't depend on you if you sell that kind of ham.

**SWIFT'S PREMIUM HAMS** are uniform—always properly cured, tasty, appetizing. When a woman gets a **PREMIUM HAM** she wants another like it next time. The only way you can be sure to have all your hams uniformly good is to see that all you sell are **SWIFT'S PREMIUM HAMS**.

Swift & Company, U. S. A.

# The Clink of the Dollars

Sounds mighty sweet, Mr. Grocer, when the clink  
*Sounds Profits.*

It's *profits* you are after—more, larger profits.

That is just what you get with



# Post Tavern Special

(The New Hot Porridge)

It is different in taste—better. Different in profits—larger.

Any way you look at it, Post Tavern Special is a good proposition.

Test out a package at home, for its delicate flavor, produced by skillfully blending wheat, corn and rice.

You can easily make it a Leader—and *the clink is right.*

Sale guaranteed to the last package.

POSTUM CEREAL CO., LTD., BATTLE CREEK, MICH.



# THE GROCERY MARKETS

## Tea.

The tea market is unchanged and demand is only fair. Values are well maintained on the whole, but occasionally the light demand will inspire a slight concession.

## Coffee

Coffee is weaker. Possibly the large quantity of Santos on the market, old and new, is responsible for the drop of about  $\frac{1}{8}$  cent. The trade now know that the valorization coffee has been disposed of, which doesn't make them any too sanguine about the market, and this affects the demand. Milds are steady to firm at unchanged prices, except Bogotas, which are a shade higher. Java and Mocha unchanged and dull.

## Sugar.

Sugar has dropped still lower during the week, and all refiners are now quoting 4.30 cents for granulated, with domestic beet granulated about 10 points less, though there isn't much offered. Raws are weaker for future delivery, but the raws refiners are now working on cost so much that every pound of sugar being turned out at 4.30 nets them a heavy loss. The conditions of the sugar market appear more in detail in another column. The demand is poor.

## Syrup and Molasses.

Glucose is unchanged. Compound syrup quiet at ruling prices. Sugar syrup and molasses dull by reason of mild weather; prices unchanged.

## Fish.

Fish continues dull, in spite of approaching Lent, which this year begins February 5th. Mackerel remains unchanged and in very light demand. Cod, hake and haddock quiet and unchanged. Domestic sardines dull at unchanged prices; imported sardines firm at ruling quotations. Salmon of all grades unchanged, though some holders think pinks are going to advance.

## Butter.

The receipts of fresh butter continue to be light with a very good consumptive demand. The market is firm at 1 cent per pound advance over last week. The per-

centage of particularly fancy goods is very light. Medium grades are more plentiful and did not share in the advance with the higher grades. There is likely to be a continued scarcity of goods grading special, and if there is any change in price in the next few days it will be for a very slight advance.

## Eggs.

There is a very good consumptive demand for fresh eggs and the increased receipts are being absorbed on arrival at prices ranging about the same as last week. The quality is very fancy. There is not likely to be any change of importance in any market in the coming week unless we have some extremely bad weather. Refrigerator eggs are in ample supply and the market is dull and prices nominal.

## Cheese.

The market on cheese remains about the same as it has been for the past few weeks. The consumptive demand is light and the stocks of strictly fancy goods are also reported to be light. Undergrade full cream cheese and part cream cheese are not quite so firm and are being pressed for sale at prices ranging about one cent per pound lower than a week ago. The present condition is likely to last until early spring, when there is likely to be a better consumptive demand.

## Canned Goods.

The buying of tomatoes this week is from hand-to-mouth, with practically no change in the quotations. The report last week from the Tri-State Packers' Association that considerably less than 10 per cent. of the total output was still in the hands of the packers greatly strengthened the views of some of the dealers who thought tomatoes were on the downward course. Probably never before was the stock in first hands such a small proportion at this time of the year. If the jobbers and retailers should dispose of their stock, there will be nothing left at all for a carry-over. It looks as if there might be an advance quite some time before the

new packing season, and the present offerings of futures will then look cheap. Corn and peas are both quiet and with practically no change. There is nothing doing in California canned goods. Stocks on the coast are very light. Jobbers are well supplied, but the best selling season is ahead. There is no change in the Baltimore markets and business in this line is quiet.

## Provisions.

The consumptive demand in the smoked meat line remains very light, but stocks are also reported to be light and some goods are reported about  $\frac{1}{4}$  cent per pound over last week. Pure lard is firm with a good consumptive demand at prices ranging about  $\frac{1}{4}$  cent per pound over last week. There is more trading done in compound, and the market is firm at  $\frac{1}{4}$  cent per pound over last week. The consumptive demand for barreled pork is very light and the market is steady at 50 cents decline per barrel from last week. Dried beef and canned meats are in light supply and steady at unchanged prices.

## Dried Fruits.

Owing to the extremely unseasonable weather the demand for dried fruits has been much less than usual at this season of the year. Prunes, peaches and apricots are unchanged and in very light demand. The same can be said of raisins and currants.

## Beans and Peas.

Domestic pea beans are selling slowly at unchanged prices. Marrows are in better demand at full prices for good stock. California limas are selling well. No change in price, but an advance looked for. Green and Scotch peas are on the level, as they have been for some weeks.

## INDIVIDUAL MARKET REPORTS.

### Standard Canned Goods.

Holders of tomatoes in this market feel encouraged by the developments during last week. Not because of the increase in the demand over the previous week, for that was not enough to elate them, but the wide scattering of the goods in small lots was ac-

cepted as a strong indication that spot tomatoes are wanted now by the jobbers, and will be needed to a larger extent for the spring trade. It is estimated that less than 10 per cent. of last season's pack remains in the hands of the canners of Maryland, Delaware and New Jersey, and that the canners in the other producing States are so closely sold up that they are not in position to see business outside of their local territory. If that estimate proves to be correct, and with several months of large consumption ahead of us the canners need have no cause for fear. The actual scarcity of strictly fancy quality tomatoes will help the sale of the full standard goods from now on.

The buying of future tomatoes is increasing, chiefly in lots of one to three carloads, and the order last week came from the West as well as the East, with numerous inquiries from all around. Some tempting business, at a slight concession from the asking price has been put up to the big canners, but it has been declined, and the smaller packers are afraid to take on any contracts for more than a carload or so. The growers are already agitating the question of a higher price for the crop next season, and the problem of getting sufficient labor for the canneries may be more worrisome than it was last season, especially at factories located on the side of Baltimore.

Fruits were dull last week, and the orders were smaller than the previous week, the exception being sliced pineapples and pears. Some few apples were sold, but the other fruits stayed where they were. The fruit growers in this section are in a frame of mind because the extraordinarily high temperature this winter has put the coming crops in jeopardy, and soon the papers will be full of predictions of a fruit famine in 1913. Let's don't cross the bridge till we get to it.

Notwithstanding all the hammering and knocking for lower prices on spot tomatoes since the statistics of the pack of 1912 were published, the prices have declined only .5 cents per dozen for No. 2 and No. 3 standards, and at this writing the market is, if anything, a bit firmer than it was last week. Comparatively speaking, the market for spot tomatoes is dull, just as it always is during January, and none of the orders coming in now are for more than a carload or two for prompt shipment. As



the orders received during the week were for less than carried lots, but they were widely scattered throughout the country, more so than at any time since the first of the year. The same wide range in the prices still prevails, but the quality of the goods is the same, the difference simply presenting the feeling amongst the holders.

THOS. J. MEEHAN & Co.  
Baltimore, Md.

#### Salmon.

In my opinion chums salmon will advance to 70 cents and asks to 75 cents within 60 days. The demand has been tremendous, and practically all those willing to sell at the opening prices have sold out. California seems to be bare of chums and asks and they are buying in this market for export. The above prices will still leave chums and asks as 10-cent sellers. The 1912 lack of pinks and chums was nearly 600,000 cases short of 1911. Further remarks are superfluous.

PHILIP J. BRADY.  
Seattle, Wash.

#### Spices.

The market is fairly steady and generally unchanged. The situation is rather unsettled, due to the possibility of a duty on whole spices in the new tariff. The market is, therefore, likely to be rather uncertain, though higher prices are probable owing to the limited supplies in hand. Pepper steady but unchanged. Prices in Europe are higher than here. It is reported little stock is en route at present.

Red peppers firm and tending upward. Prices are higher in the East, but remain unchanged here. Cloves fairly steady at unchanged prices.

Pimento (Allspice) somewhat firmer and in good demand. Better grades are scarce.

Mace in active demand at firm prices, with higher prices probable.

Nutmegs steady in price and trade demand is satisfactory at present.

Cassias in fair demand. The China market is higher. Prices here are firm and advances probable.

Gingers.—All grades firmer. Cochin grade higher; African stock is offered sparingly.

Tapiocas in fair demand at unchanged prices.

Paprikas.—Hungarian steady but unchanged; Spanish very active at present.

Seeds, Herbs, Etc.—Canary very scarce and higher; celery has advanced and higher prices anticipated, owing to the Marzelle stock being exhausted; other prices unchanged.

McCORMICK & Co., Inc.  
Baltimore, Md.

#### MARKET NOTES.

Florida oranges got firmer, then weaker again, owing to larger receipts. The finest fruit is now \$3 to \$3.50 and average fruit \$2 to \$2.50.

Florida grapefruit is still firm and ranges from \$2.75 to \$3.50 per box. The demand is regular and good.

Florida beets are coming right along and bring \$3 per 100 bunches. The demand is pretty good.

New Bermuda potatoes range from \$6 to \$6.25 per barrel and are in slow sale.

Florida salad is still cheap, though higher than it was—\$1.25 to \$2 per hamper. The demand is good.

Florida eggplants are worth \$1.75 to \$2.25, and are in good demand.

Florida beans are somewhat higher—\$2.25 to \$3. Good beans are scarce.

Hothouse cucumbers show an advance—\$1.25 per dozen. Scarcity is the reason.

Hothouse radishes are much in evidence at 3 to 4 cents per bunch.

Michigan rhubarb is back again at 60 to 75 cents and is selling well.

Florida peppers are quoted at \$1.50 to \$2 and are plenty. The quality good and demand fair.

#### THE NEW YORK LETTER

(Continued from page 14.)

conduct of the various State departments and to recommend any changes in the interest of economy.

The commission recommends that the work of the Bureau of Weights and Measures be turned over to the State Department of Agriculture in order to save the expenses of the Bureau.

Strong remonstrances are to be made against the removal of Mr. Reichmann and against the abolishment of his department. It is claimed by his backers that he has set the pace in the work of a bureau of this kind and that his work has been made the model for similar departments in



### The Easy Jell-O Way

As an example of the easy Jell-O way, the spectacle of a little tot making and serving a Jell-O dessert would interest any grocer.

As you know,

# JELL-O

desserts are made by dissolving Jell-O in boiling water and cooling it. Anybody can do that.

And because it is so easily done and so satisfactory in everyway, there is a great demand for Jell-O.

We hope you are getting your share of it at your store.

THE GENESEE PURE FOOD CO.,

Le Roy, N. Y.

The name JELL-O is on every package in big red letters. If it isn't there, it isn't JELL-O.

other States. It is further claimed that the value of the work of the Bureau in preventing frauds in weights and measures is worth to the people of the State many times the expense.

The charge is also made that the movement against the Bureau was inspired by men whose enmity Mr. Reichmann has incurred in the performance of his duties and that interests who wish to return to former fraudulent practices are working hard to have the Bureau abolished in the way now proposed.

\*\*\*

Egg shippers have won a victory in a suit that promises to save them a great deal of money on future breakage. The case was that of G. W. Martin Bros. against the Delaware, Lackawanna and Western Railroad Co. to recover \$104 for damages in

breakage and cost of repacking 297 cases of eggs.

The evidence showed that 20 cases of the shipment were opened and breakage was found in 17 of them. Then the shippers had the entire lot repacked. The cost of repacking is placed at 10 cents a case. The railroads have uniformly refused to pay for the cost of repacking, except of cases in which breakage was actually shown.

The case was tried in a Municipal Court before Justice Stephen Callaghan. The justice said that on the showing of breakage in 17 out of 20 cases, the receivers were justified in ordering the repacking of the entire shipment. He pointed out that otherwise the receivers could not properly offer the eggs for sale with any guarantee. A buyer taking the eggs with a knowledge of the



breakage would be simply taking a gambler's chance.

As the repacking was thus made necessary in conformity with right business practices, the justice held that the railroad was responsible for the cost, not only as to those cases in which breakage occurred, but as to all of the cases.

It is said that this question had not before been presented in any of the courts of this State. If the decision be sustained as a precedent, it is said that it will save the egg shippers of this city not less than \$100,000 a year. The railroad will probably appeal.

\*\*\*

Retailers, and especially fruiters, were censured in an interview given out by Joseph Steinhardt, of Steinhardt & Kelly, of this city, who have just closed arrangements for handling the output of several associations of apple growers in the States of Washington and Oregon.

Mr. Steinhardt, in explaining the policy which his firm is to follow in marketing the apples in the East, said that the retailers are to blame for checking consumption by holding prices at high levels after wholesale prices have been reduced.

As an instance, he said that the retailers are now maintaining the same prices to consumers that prevailed last year when they paid \$2 to \$3 per box for certain grades of apples that are now selling at wholesale at half of that price; that the retailers are paying only one-half as much as they did last year, but are selling at the old prices.

He said that the new selling arrangements made by his firm are not in any sense an effort to form a trust, or boost prices, but that his firm proposes to develop the Eastern business in fancy grades of Western apples.

\*\*\*

The Tea Association of the United States, at a meeting held yesterday, decided to ascertain if the officials of the Treasury Department will confer with a committee of the association as to the possibility of adopting a more definite test for colored teas than the Read test and as to securing more promptness in passing upon shipments.

James M. Montgomery was elected president of the associa-

tion; Robert F. Irwin, vice-president; John C. Wirtz, secretary; Herbert Osborn, treasurer.

Carter, Macy & Co. have filed an application for a rehearing before the Board of United States General Appraisers on the rejection of a shipment of green teas. The teas were rejected after the Read tests made in accordance with the Board's recent ruling.

The importers make several new points. One is that even if the Read test be legal it should not be applied to teas that were shipped before the adoption of such a test.

\*\*\*

A petition in bankruptcy has been filed against Farrington & Whitney, spice grinders at 376 Greenwich street. The corporation some time ago made a settlement with creditors on a basis of 50 cents on the dollar and since then have paid off all except \$18,000 of the liabilities. There are said to be assets of \$15,000. On the request of the creditors the court appointed a receiver.

Creditors this week filed a bankruptcy petition against Austin Sylvester, a retail grocer at 79 Thompson street. The assets are about \$1,000.

#### SUMMARIZED MARKET CONDITIONS.

A moderate demand for spot coffee is noted, most of it coming from the country and city trade being dull. There has been some shading of prices on the part of leading roasters. The quotations are 14 $\frac{5}{8}$  cents for Rio 7s and 15 $\frac{5}{8}$  cents for Santos 4s, but on actual business these prices are doubtless shaded. In mild grades most of the business is of a jobbing kind and the situation is quiet, with few price changes and these only slight. The needs of the country have compelled some increased activity on the part of the distributors, but they are still buying only from hand to mouth. The stocks on hand appear to be moderate and a continuance of the present steady trade is expected.

Refined sugar has declined and all of the refiners are now practically on the basis of 4.30 cents for granulated. Three of the principal interests quote 5 points higher, but they all bill at the lower figure. The decline has not

stimulated the buyers, who continue to order only for requirements. The country is apparently cautious and looks to the possibility of a further reduction. The tariff discussion is likely to keep affairs unsettled in this market for some time to come. Brokers say that the present price is so low that it should stimulate consumption and there is some expectation that this will result.

Canned vegetables are generally dull. Jobbers take spot goods only for needs and show no disposition to stock up for the coming months before the new packs are available. The jobbers are giving little consideration to futures. For No. 3 spot tomatoes, prices range from 77 $\frac{1}{2}$  to 82 $\frac{1}{2}$  cents f. o. b. Baltimore. Brokers say that the supplies sold at the bottom figure are not strictly up to standard. There is a routine business on No. 2s at 60 cents and close to that figure. Spot corn continues to drag. Future corn is also inactive, but packers are not inclined to force business and are standing by their quotations. Spot peas are selling in a small way and prices are firm, especially in the better grades. String beans are quiet and steady, and this is true also of spinach.

Canned fruit of nearly all varieties is firm in tone, but the business is within a narrow compass.

Not much business is reported in spot dried fruits and even less in futures. Spot California prunes appear to be on a firm basis, except in the small sizes, 70s and 80s, which are the least desired. Offerings of shipments are made on the 3 cent basis f. o. b., four-size bulk, 40s to 90s, with premiums on the larger sizes. Raisins, spot and future, are dull, with prices steady but nominal. Currants are firm but there is little demand. An improved demand for peaches has given a firmer tone to this line. Fancy Apricots, being in small supply, are firm and other varieties are steady. Figs are dull and easy; dates steady.

The local flour trade is of a light character. Buyers show little interest and place orders only for requirements. The spring wheat patents in wood range from \$4.30 to \$4.50 for the regular brands. Bids of 10 to 20 cents below these prices are being made. Some mills hold out for

higher prices, but are not getting much, if any, new business at such prices.

A shifting of the trade in butter from held to fresh goods has resulted in a somewhat stronger tone in the higher grades of fresh creamery with an advance in firsts and extras. The firsts are now selling at 32 to 35 cents and extras bring up to 36 cents. Second grades are to be had at 28 to 30 cents. In held butter the firsts and extras range from 30 to 32 cents. Top grades of process butter are bringing 25 to 26 $\frac{1}{2}$  cents.

An improved tone is seen in the market for fresh gathered eggs, but prices have not materially advanced. The demand for higher grades has increased and there is a little more speculative activity. Undergrades are quiet. The best of the nearby large white eggs are bringing 29 to 30 cents. The fresh Western eggs of top grades are sold at 23 to 24 cents. Held eggs of good grade are to be had at 19 to 20 cents. Refrigerator firsts are quoted at 18 to 19 $\frac{1}{2}$  cents, but most sales are about 1 cent below these prices.

FRED. A. MCGILL.

#### Grocery and Allied Trade Press Hold Annual Convention in New York.

Fundamental Object of Meeting is to Make Trade Papers Better and More Influential. Much Technical Publishing Discussion, as Well as Matter Interesting to General Trade.

Special Correspondence of "Grocery World and General Merchant."

New York, Jan. 31, 1913.

The fourth annual convention of the Grocery and Allied Trade Press of America was called to order at the Hotel McAlpin, New York City, at 10 o'clock last Monday morning with President W. H. Ukers in the chair and Leo Hattenbach acting as secretary. President Ukers read his report telling of the work that had been accomplished and outlining plan for future betterment. Treasurer Charles Thorpe's report showed the association to be in good financial shape with every member having paid the dues.

John W. Lux, president National Retail Grocers' Association was unable to be present owing to his place of business having been burnt out. The address had



as to have given was read by Mr. Hattenbach, who was followed by C. M. Wessels, who told how much advertising business had been obtained during the last year by his agency.

A. C. Barker, of the "New England Grocer and Tradesman," gave some interesting facts concerning the value of the price-current.

Norman H. Johnson, of "Merchants' Journal of Commerce," spoke on advertisement agencies and their connection with the trade papers.

O. F. Byxbee, of the "Inland Storekeeper," gave some valuable ideas as to how the grocery trade press can help push the sale of nationally advertised goods.

T. P. Sullivan, ex-president of National Retail Grocers' Association, spoke of loyalty to the advertising representative and how the papers could be made more valuable to advertisers.

A. C. Monagle, secretary American Specialty Manufacturers' Association, spoke on modern merchandising, bringing greetings from his association, the American Specialty Manufacturers' Association.

#### AFTERNOON SESSION.

F. N. Barrett, of the "American Grocer," gave a little talk on "Twice One are Two," showing how careful attention to detail doubles values.

Frank Connolly's greetings from San Francisco were read by the secretary, George R. Horton.

George J. Schulte, of the "In-

terstate Grocer," showed how he adjusted his advertising rates to his circulation.

Mr. Horton then read a paper on results from grocery paper advertising, written by E. B. Pillsbury, of the "Grocers' Magazine," who was unable to be present.

Charles G. Phillips, president of Root Newspaper Association, spoke on the responsibilities of the trade paper publisher. He was followed by Frank Leroy Blanchard, editor of the "Editor and Publisher," on what should be the attitude of the trade paper toward manufacturers.

#### TUESDAY'S SESSION.

Tuesday's session was called to order at 10.15 by President Ukers, after which A. G. Ham-brook, of "Our Own Illinois Retail Merchants' Journal," of Chicago, told us "what we stand for." He was followed by Leon M. Hattenbach, of the "Merchants' Index," of Denver, in an address on "Liberty and Fraternity."

J. R. Moorehead, secretary National Federation of Retail Merchants, gave an eloquent talk on "co-operation the hope of the retailer."

William H. Ingersoll, president Advertising Men's League of New York, closed the morning session with his talk on price maintenance.

Tuesday afternoon's session was opened by Leroy Fairman, editor "Advertising and Selling," who spoke of the duties of the editor and advertiser. He was followed by Harry Tipper, presi-

dent The Technical Publicity Association of New York City, who told us how to increase the efficiency of the dealer. The next speaker was O. C. Harn, advertising manager National Lead Co., who discussed the trade press' great opportunities. Clowry Chapman gave an address on the trade-mark as a constructive force and on sincerity. He was followed by William B. Harris, United States Government Coffee Expert, who gave an interesting talk showing the grocer how to build up his tea and coffee department.

George G. Small, editor "The Ideal Grocer," gave an interesting and amusing talk on writing over the heads of readers.

#### WEDNESDAY MORNING SESSION.

G. R. Horton, of the "Modern Grocer," gave some excellent ideas on the editorial conduct of a paper; O. F. Byxbee, of the "Inland Storekeeper," told us how to obtain subscriptions; Edwin J. Gillies, of the National Coffee Roasters' Association, spoke on penny change for grocers; George Slate, of the Shredded Wheat Co., read the paper of T. A. De Weese, Director of Publicity of the Shredded Wheat Co., on the discovery of the trade paper; and Frank Farrington, of the "Inland Storekeeper," told how to hold the subscriber.

#### AFTERNOON SESSION.

Following was the programme, which was strictly followed: Address by J. George Frederick,

vice-president The Business Bourse, New York, editor "The Efficiency Magazine," "What the Editorial Columns of a Trade Paper Have to Do With Its Advertising"; address by D. B. Gillies, manager "The Canadian Grocer," Toronto, Canada, "Quality Circulation"; address by H. M. Swetland, president The Federation of Trade Press Associations in the United States, "Some Problems in Circulation"; address by M. C. Robbins, general manager The David Williams Co., New York, "The Ideal Circulation Department"; address by John A. Lee, managing director National Canned Foods Week Committee of the Cannery and Grocers' Associations, "The Canned Foods Propaganda." C. E. Beinert, director of the National Retail Grocers' Association, also spoke on "Trades Relationship." All the old officers were re-elected except that Leon M. Hattenbach was elected secretary in place of A. T. Holmes resigned. A trades relationship committee was also created before the convention adjourned.

The piece de resistance of the entire convention was the banquet on the evening of Wednesday, the last night, in the gorgeous banquet hall of the McAlpin Hotel. The room is certainly magnificent if not chaste. About a hundred men sat about the small tables, with the following at the guests and speakers' table: W. H. Ukers, president; Fred. Mason, vice-president and gen-



# TOOT! TOOT! TOOT!



Just to call your attention to our short story. Business is good and you want to get aboard. We want your trade. Weight, count, quality and prices are right. Can we interest you?

**SYRUPS**—Are you buying your syrup of us? Our brands are well known and popular, always up to standard and run uniform in quality: ROYAL TABLE SYRUP, a leading favorite, bright and clear and fine flavor; CHALLENGE TABLE SYRUP is another favorite. Our brands include GILT EDGE, KING "B" DRIPS, WHITE CLOVER SYRUP, EX. AMBER SYRUP, CRESCENT, extra fancy, cloudy; QUAKER CITY SYRUP, and others. Also carry a full line of Sugar Syrups and New Orleans Molasses. Send us your orders.

**CANNED PEAS**—There is more inquiry for canned Peas, and you will find they sell better as the season advances. We quote Cruiser Fancy Small Sifted, per doz., at \$2.00; Cruiser Fancy Telephone, per doz., at \$1.65; Boyer's Early June, per doz., at \$1.40; Mispillion Sifted Early June, per doz., at \$1.27½; Peerless Early June, per doz., at \$1.25; Henlopen Early June, per doz., at \$1.10; Fancy Ribbon Brand (soaked), per doz., at 85c.; Lotta Early June (soaked), per doz., at 70c.; Peas and Pork, No. 2 cans, per doz., at 85c.

**ONION SALT**—The universal food seasoning. It does away with all handling and peeling of the raw onion. It assures good eating and perfect digestion. It is a perfect blend of the vegetable onion and mineral salt. For the kitchen or table use, a handsome glass shaker, one doz. in a box, per doz., \$1.35; retails at 15c.

A FULL LINE OF FANCY AND STAPLE GROCERIES

**KIRK, FOSTER & CO.** WHOLESALE GROCERS **209** NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



eral manager Shredded Wheat Co.; John Clyde Oswald, publisher "American Printer"; Richard H. Waldo, advertising manager "Good Housekeeping"; Charles M. Wessels, president C. M. Wessels Co.; Alfred W. McCann, of the New York "Globe," formerly with Francis H. Leggett & Co.; John A. Lee, of Chicago, chairman Central Canned Foods Week Committee; A. C. Monagle, secretary American Specialty Manufacturers' Association; John A. Green, secretary National Retail Grocers' Association; Captain Jack Crawford, the poet scout, and Elton J. Buckley.

The appointments were excellent, the food and drink generous,

wisely selected and exquisitely cooked and served. Whoever chose the menu used most discriminating taste. Following was the feast of reason and flow of soul:—

"Fine Feathers," by John Clyde Oswald.

"The Trade Paper in the Open," by Alfred W. McCann.

"Getting the Money," by Richard H. Waldo.

"Laying Down the Law," by Elton J. Buckley.

Talk by John A. Lee.

"The Poetry of Business," by Captain Jack Crawford.

A talk by Fred. Mason.

Mr. Oswald made a witty, entertaining talk about the value, and the lack of value, of mere appearances. Mr. McCann criticised the editors present, who he

said were not telling their readers the truth of the pure food question. Mr. Waldo talked earnestly and helpfully on the trade paper's great need to render advertisers the services which would enable the publisher not only to "get the money," but to earn it.

E. J. Buckley's address was in part an answer to Mr. McCann. The speaker reminded Mr. McCann that the "truth" of pure food proposition was still an open question, and that in the case of every leading food problem under discussion, the authorities—particularly chemists—were hopelessly divided upon it. So that Mr. McCann could not fairly criticise trade paper editors for not telling

their subscribers the "truth" about food questions, unless he was first prepared to show that what he wanted told was the truth in an established sense.

John A. Lee followed in a humorous little talk, most of which was directed at the personal idiosyncrasies of Captain Jack Crawford, who sat beside him and whose hair, for one thing, is long and flowing. The Captain got back very cleverly when his turn next came, and then recited some of his own beautiful and original poetry of the wild and open West.

Fred. Mason closed the speaking with one of his characteristic talks, the gospel of which, to use one instance, was that trade editors should dwell, not on the fact that 95 per cent. of all retail grocers fail, but on the fact that 5 per cent. succeed. Mr. Mason then gracefully and feelingly presented President Ukers with a splendid watch from the members, fittingly inscribed. Mr. Ukers was deeply affected but managed to make proper response. He has made the only real president that the Grocery and Allied Trade Press ever had.

Next came the presentation of a beautiful engraved watch fob to Charles M. Wessels, through G. L. McCarthy, of the "National Provisioner," who lauded the advertising representative of the organization as its real creator.

"Good old Charlie Thorpe" was also very appropriately honored by the presentation of a handsome watch fob through Leon M. Hattenbach, of the "Merchants' Index," Denver, Col. "Good old Charlie Thorpe" has been treasurer of the Grocery and Allied Trade Press since its birth in Philadelphia five years ago, and since he shaved his moustache off the members have come to respect him and like him. He is secretary of the New York Retail Grocers' Association and publisher of the New York "Retail Grocers' Advocate." Mr. Hattenbach handed the surprised treasurer some extremely laudatory words about his fidelity to office, all of which were affirmed by the members. Mr. Thorpe made appreciative response and the banquet was over.

Afterward, however, came a cabaret performance.

D. E.

## Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Stores, Dover, N. J.

**Finger Wetting.**—A bad habit is thumb or finger wetting when you reach for a sheet of paper or turn a leaf in a book. We're passing through the germ-scare age and while the scare people have ruled that we do all sorts of funny stunts with our displays, we are not yet ordered to wear medicated and doubly bacteria protected gloves back of the counter.

But beware of finger wetting back of the butter counter especially, for you don't know what scheme a health enthusiast may evolve to stop it. Anyway it isn't a nice thing to do because men have been known to sneak a piece of tobacco into the mouth and pass it off for chewing gum.

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### How To Sell Good Tomatoes.

Any of you ask your manager which tomatoes he'd rather have you sell and he'll promptly say "the best." He will say it for two reasons—there's a better margin in selling the best and they hold trade better.

Turn out your three grades of tomatoes into glass jars, screw on the top and demonstrate the difference. You can prove that a

standard No. 3 at 10 cents is no cheaper than a 5½ in. extra at 15 cents.

Show them the amount of water and loose fruit in one, compared with the whole clean selected fruit and solid pack of the other. Foolish people say they want "tomatoes for soup." A good salesman will show that it's cheaper to draw water for soup from the faucet than pay 3 or 4 cents a pound for it.

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**Be Up To Snuff On This.**—The "Good Housekeeping" magazine people issue beautiful copies of the shelf goods that you sell and which are running in that live publication. They are nicely perforated, ready to tear off. One store has ten of these pasted on the side vestibule window and in the center a card 11 x 28 reads:—  
"These Things Advertised in the Big Magazines On Sale at Lehman's."

It isn't only a window change, but it's following the "follow up" system.

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**Show This to the Ad. Man.**—Get into the spirit of your weekly advertisement. From time to time

tell the ad. man what you think he ought to advertise, and say to him that he ought to have a sign printed for the window to read:

"The ad. is out and it's a good one. Your copy is on the counter."

He needs your co-operation. He needs your suggestions, yes, and he needs your criticism. Give it to him good and strong if his stuff isn't the right sort. These good ad. writers are all broadminded fellows, ever ready for pointers.

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**Try This One Friday Night.**—Put a couple hundred heads of cabbage in the window and put a 22 x 28 sign on them that reads:—  
"On Sale Saturday Night From 7 till 10 at 3 cents a Head."

Dress the boy up as a farm hand and let him do the selling from the window and if you don't get a crowd call me a "visionary."

\*\*\*

**Take a Hint From This Paragraph.**—Said the president of a chain-store concern the other day, "which man do we want to manage that new store?" "That man right there," said the one addressed, putting his finger on the name. "Why," asked the president. "Because he is prompt, he is a good worker, he is honest, he knows his business, he is cheerful, obliging, keeps himself neat and clean, and above all, sir, he is loyal to his employer."

And, gentlemen, this is the stamp of man that is seldom out of a job and the stamp of a man that the grocery trade of the United States needs.

Be one.





We would be pleased to have for publication in this column the ideas of our readers upon trade topics being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

#### Advocating a Strictly Cash Business.

Benton, Ky., Jan. 23, 1913.  
To the Editor.

Dear Sir:—We want to get some books, trade journals, etc., that advocate a strictly cash business. Can you tell us where we can get them?

If we could find some live cash grocers or general stores doing a cash business that advertise we might find their ads. to help us.

Yours respectfully,  
H. B. SMITH.

There is no journal that is published strictly in the interests of the cash business. All trade journals advocate the cash business wherever it is practicable, but all seem to agree that there are a few cases at least where it isn't practicable.

In the interest of helpfulness will any subscribers who do a strictly cash business send copies of their advertising to this correspondent?

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#### Journal for Ladies' Wear.

Manheim, Pa., Jan. 24, 1913.  
To the Editor.

Dear Sir:—Could you refer me to a journal that is published in the interests of those carrying ladies' ready-made wearing apparel, underwear and house dresses principally.

Thanking you in advance, I remain,

Yours truly,  
H. D. LEMAN.

The "Dry Goods Economist," New York City, should be able to fill your need.

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#### As to an Insurance Co.

Riegelsville, N. J., Jan. 27, 1913.  
To the Editor.

Dear Sir:—Can you give us any information in regards to the Atlas Life and Casualty Co., Louis P. Foster, president, Bullitt Bldg., Philadelphia? The writer owns 10 shares of their stock. Would like to know if they are reliable.

Respectfully,  
R. A. SHIMER & Co.

The "Grocery World and General Merchant" hasn't been able

to learn very much about this concern. They appear in some of the telephone and business directories, but not in the standard insurance directories. Insurance men do not seem to know them.

If you are a stockholder, you have a right to copies of their yearly reports. Why not also write for information to the State Insurance Department, Harrisburg, Pa.?

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#### A Suggestion.

Durham, N. C., Jan. 23, 1913.  
To the Editor.

Dear Sir:—You ask for suggestions to make the journal more interesting. We know of only one thing we might suggest, and that is to renew the contests which you once carried on amongst your subscribers, offering prizes for the best papers. To me at least this is interesting.

With best wishes for your continued usefulness, we remain,  
Yours very truly,  
PERRY GROCERY CO.,  
I. D. Patterson.

This suggestion will probably be adopted at a very early date.

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#### Help Wanted for Canned Foods Week.

Chicago January 28, 1913.  
To the Editor.

Dear Sir:—The canning industry is just beginning to grow. It has heretofore been a struggling and unprofitable industry in many lines, and never has been able to spend much money in advertising. It stands ready to be shown. Lets show it, you and this committee, that a light hidden under a bushel is unseen.

Here is a great rich field of exploitation for trade papers, an orchard which is beginning to produce. Lets protect it from a frost by doing all possible to push Canned Foods Week. Your influence lies with the retail dealers and wholesale dealers and commercial travelers. We will do some advertising to consumers in daily papers and through the distribution of leaflets and other advertising matter for free distribution to help take the goods off re-

tailers' shelves, but our great reliance is in the co-operation of retail distributors.

We now have the hearty co-operation of the National Association of Retail Grocers. Can you help secure the active interest of local associations? Your help will be greatly appreciated.

THE NATIONAL CANNED FOODS  
WEEK COMMITTEE,  
J. A. Lee, Managing Director.

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#### Grocers' Signs.

Aldan, Pa., Jan. 28, 1913.  
To the Editor.

Dear Sir:—We are about to bottle some vinegar said to be pure cider vinegar. We understand it advisable to have wording "compound" on label, as we hold no guarantee from the maker. We want our name on the labels. Do you do such work? Also, we want prices on preparing weekly circulars in the event of our deciding to issue them.

Have you any signs for store use or price cards? If not, kindly refer us to proper parties.

Sincerely yours,  
BOTTOMLEY BROS.

The Grocers' Printing Co., 31 North Second street, Philadelphia, make a specialty of ready-made signs and grocers' printing of that sort.

We would never advise putting the word "compound" on vinegar which you have reason to believe is pure. If it is pure, that is as much a misrepresentation as to call it pure when it is compound. If you haven't got a guarantee from the manufacturer, why not get one? Certainly it seems wrong to buy vinegar for pure cider stock, presumably paying the price of pure cider stock, and then mark it adulterated merely because you didn't get a manufacturers' guarantee. If the manufacturer sold it to you distinctly representing it to be pure cider vinegar, that of itself is a guarantee.

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#### Directories of Grocers and General Storekeepers.

Cincinnati, Ohio, Jan. 28, 1913.  
To the Editor.

Dear Sir:—I believe I could sell a number of directories of general merchants and grocers. Would you kindly, in case you do not supply them, send me addresses of publishers, and oblige,

Yours truly,  
H. ARNDT.

So far as the "Grocery World and General Merchant" knows, there are no directories of grocers and general storekeepers.

#### Can't Sell Frozen California Oranges.

In order to protect consumers and prevent the flooding of the markets with oranges and lemons declared to be unfit for food, the Federal Board of Food and Drug Inspection has issued an order forbidding the sale in interstate commerce of fruits which have been damaged in the recent freeze in California. The order was issued after it had been brought to the attention of the board that on account of the recent freeze in California citrus fruit, badly damaged, was being placed upon the market. From 60 to 85 per cent. of the California crop was estimated to have been injured.

About the most plentiful Florida product is strawberries. They have been coming so freely during the week that hucksters have been retailing good fruit at 28 cents per quart. The wholesale range is 20 to 25 cents. The average quality is good.

TELL YOUR CUSTOMERS THAT

#### RAE'S Lucca Olive Oil

is the product of perfectly sound, ripe, freshly picked, freshly crushed and pressed olives, grown in Tuscany, Italy, the one place in the world where the olive reaches perfection. You will not only please them but you will build up a splendid trade on Lucca Oil at a good profit. Prices in Prices Current.

H. Kellogg & Sons  
Philadelphia

#### READ ANY advertisement of

### Mapleine

and you'll see why you can safely recommend it.

ORDER OF YOUR  
JOBBER, OR

Frank A. Smith Company  
105 South Front Street  
Philadelphia, Pa.

Crescent Mfg. Co.  
SEATTLE, WASH.



#### The One Pure Sugar Syrup

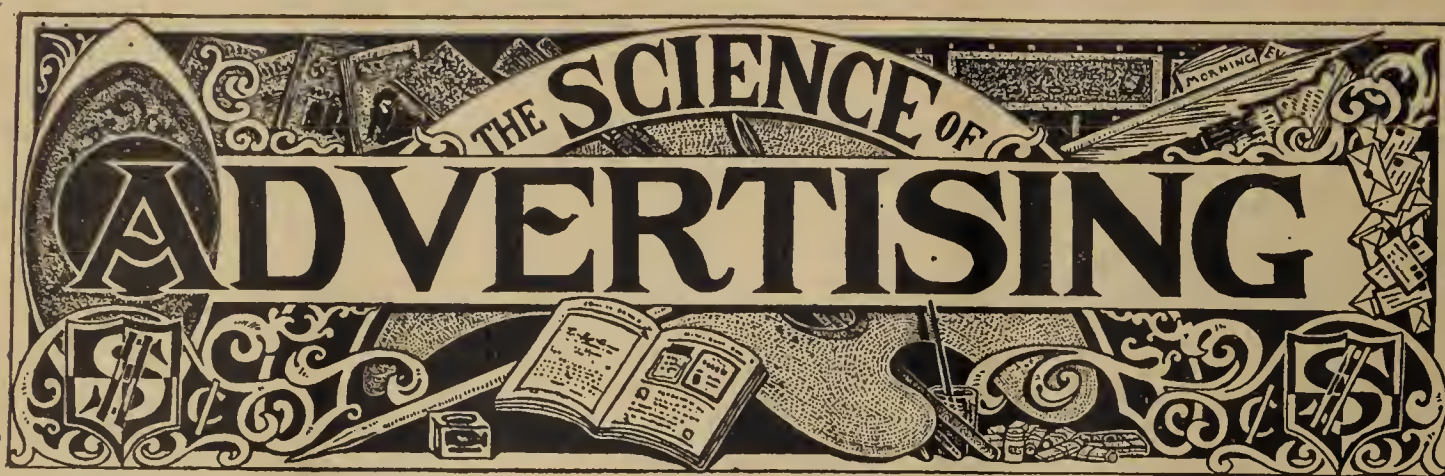
Lyle's Golden Syrup—perfectly clear, a beautiful golden color, so neutral micro-organisms can't live in it. Absolutely free from preservatives. A product which every one keeps buying. If you want to please your trade tell them about it.

28% PROFIT

Sure sales and pleased customers.

H. Kellogg & Sons  
Philadelphia





Elizabethtown, Pa., Jan. 18, 1913.  
Editor "Science of Advertising."

Dear Sir:—We are sending to you for criticism one of our circulars for special sale. Kindly advise us how we can improve our ad. department. Respectfully,  
HUNTZBERGER-WINTERS Co.

The circular enclosed was a very large affair; it would have filled an entire page in an old-fashioned blanket sheet country newspaper. Here is the very much reduced reproduction of it, all detail being of course sacrificed by reason of the reduction in size.

are scheming night and day to give their big advertisements an interesting appearance, and most of them have admirably succeeded. In my judgment the trouble with this advertisement is that it is too laconic. In most of the articles the least possible data has been given about the goods, such as "60c. carpets 49c." What kind of patterns—bright or quiet, or both? I shouldn't have done this, with a whole page to work in. I believe some space has been wasted in the introduction.

ing cut is shorter than the full width of the page is also a detriment to its appearance in my judgment. I believe a better heading would have been a bold line the full width of the page or very near it, "January Clearance Sale," with the two boldface lines that are there now underneath—"A Store Wide Clearing Out of all Winter Merchandise at Radical Reductions from Regular Prices." Then the few lines of introduction, in somewhat larger type than were used in the original, then a line of rule clear across the page and then the quotations. My argument for this arrangement is that it would have made a more symmetrical page, and one that would have given more of an invitation to the eye.

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The main shortcoming that I find in this advertisement, however, is that it isn't persuasive enough. Compare this:—

TOILET SETS.

\$4.50 Toilet Sets.....\$3.97  
with this:—

TOILET SETS.

\$4.50 Toilet Sets.....\$3.97  
Five pieces. Beautiful floral and band designs. In this lot are included some of the finest and most popular designs we have ever sold.

With the average human, isn't it reasonably certain that the second version would make the bargain seem a little more worth while? The same plan followed with everything advertised—I don't mean with every individual item, necessarily—would have made a much stronger advertisement.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science

of Advertising. They will be filed in their order and taken up in strict rotation.

Final Collapse of Globe Association.

Alfred H. Monroe, president of the Globe Association, of Chicago, the mail-order grocery house which offered among other bait one hundred pounds of sugar for \$1.85 and held out flattering inducements to individuals to become local agents in promoting their plan, has just been fined \$5,000 in the Federal Courts at Chicago, following Monroe's indictment charging him with fraudulent use of the mails. Monroe was first indicted by the Government more than a year ago, but through a technicality escaped punishment. He plead nolo contendere to the Government's latest charge and the fine was assessed against him. The scheme by which Monroe defrauded "agents" of the company by use of the United States mails, according to the indictment, was the offering by Monroe, as head of the Globe Association, of large salaries to secure business for the company. According to the Government's charge and ultimate proof in evidence submitted these "salaries" were not paid. Clever manipulation of the contract, and which the prosecution brought out in the trial was so worded as to deceive the agents attracted by the offer of large salaries to be paid them, formed the basis of the Federal authorities' demand for conviction on the charge of using the mails to defraud. Witnesses are summoned from all parts of the country and submitted testimony which aided the prosecution materially in establishing its case against the head of the mail-order company which has been under scrutiny of the postal officials for some time.

Bleached Flour Case to be Tried Again.

The United States Circuit Court of Appeals at St. Louis during the week reversed the District Court's decision in the case of the Government against the Lexington Mill and Elevator Co., of Lexington, Neb., known as the "bleached flour" case. The lower court held that the electrical bleaching process was a violation of the pure food law, but the Court of Appeals remanded the case for retrial.

**JANUARY CLEARANCE SALE**

**A Store Wide Clearing Out of All Winter Merchandise At Radical Reductions From Regular Prices**

**January Clearance Sale Specials**

**Winter Suits Reduced**

**Men's Suits**

**Women's Suits**

**Children's Suits**

**Winter Coats Reduced**

**Men's Coats**

**Women's Coats**

**Children's Coats**

**Winter Dresses Reduced**

**Men's Dresses**

**Women's Dresses**

**Children's Dresses**

**Winter Blankets Reduced**

**Men's Blankets**

**Women's Blankets**

**Children's Blankets**

**Winter Scarves Reduced**

**Men's Scarves**

**Women's Scarves**

**Children's Scarves**

**Winter Hosiery Reduced**

**Men's Hosiery**

**Women's Hosiery**

**Children's Hosiery**

**Winter Shoes Reduced**

**Men's Shoes**

**Women's Shoes**

**Children's Shoes**

**Winter Accessories Reduced**

**Men's Accessories**

**Women's Accessories**

**Children's Accessories**

**Winter Bedding Reduced**

**Men's Bedding**

**Women's Bedding**

**Children's Bedding**

**Winter Linens Reduced**

**Men's Linens**

**Women's Linens**

**Children's Linens**

**Winter Bathing Reduced**

**Men's Bathing**

**Women's Bathing**

**Children's Bathing**

**Winter Traveling Reduced**

**Men's Traveling**

**Women's Traveling**

**Children's Traveling**

**Winter Storage Reduced**

**Men's Storage**

**Women's Storage**

**Children's Storage**

**Winter Cleaning Reduced**

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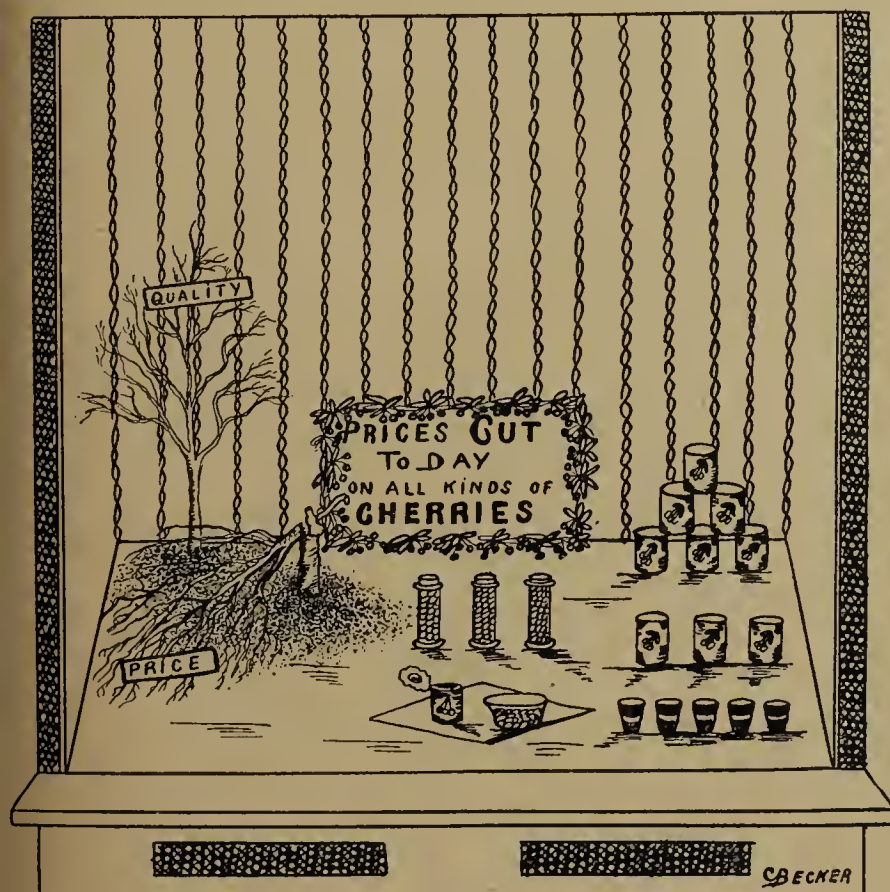




## Washington's Birthday Trims

### No. 1.

To arrange the window with the cut down cherry tree is as follows: First cover the bottom of the window with green crepe paper. On the left arrange two good sized cherry tree branches to represent trees. Place one in the corner at the rear with a neat sign card on top with the word "QUALITY," and another sign card at the bottom of the

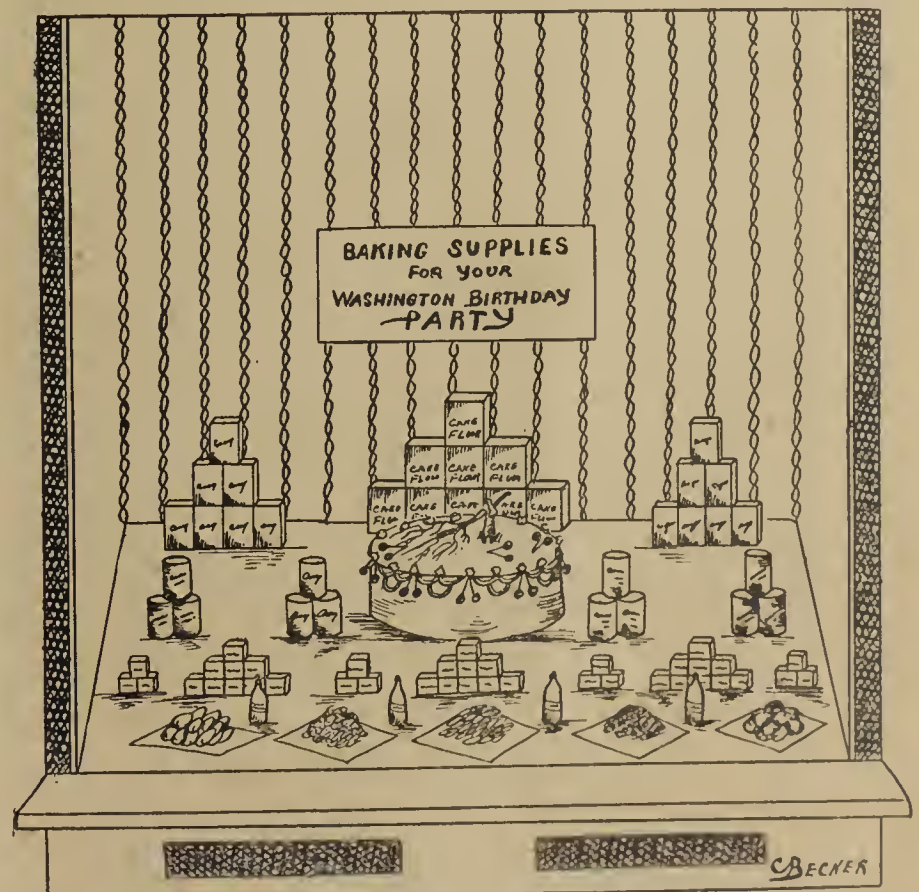


branches of the cut down tree with the word "PRICE." Thus meaning that the goods displayed are of the finest and best and at cut prices. The stump of the chopped tree should be about one foot high, with a hatchet sticking in it. One or two wire nails will hold the trees in position. Place dried cherries all around the trunks; spread them out towards the edges. In the centre, in front, on a paper napkin, place a glass dish filled with canned cherries, also the empty can. Place cherries prepared in different ways here and there around in the window. At the rear, in the centre, place a large sign card with lettering like in cut and finish it around the edges with sprays or clusters of artificial cherries and leaves. For a background use twisted strips about two inches wide of red, white and blue crepe paper.

### No. 2.

The display of baking supplies is arranged as follows: First I must describe the large cake and how it was made. Last year I made

one like this for a party. It was hollow and contained all the surprise favors underneath. I used a small cheese box. First give it a very thick coat of icing, let this dry and then give it another, which gives it a better appearance, white and smooth, and let this dry. Then I placed a small twig on top to represent a tree. The stump was about three inches high. The little hatchet was made in this manner: the handle was about one and one-half inches long and the blade was of pasteboard with a little silver paint. A small slit in the handle holds the blade in place and it was fastened to the little tree stump in the same manner. With the aid of a rubber tube I fastened clusters of two cherries around the edge of the box and made ropes of icing between them and finished them on top with little twists of the icing. Place a couple of cherries here and there on the top of the cake. It took several hours to complete, but it was worth all the trouble. A cake like this would be a very great attraction, owing to its size and decorations. Cover the bottom of the window with green crepe paper. Along the front place paper napkins, on which display figs, dates, nut kernels, fresh eggs, etc.



Between them, towards the rear, place different kinds of flavoring extracts, and back of this pyramids of cream of tartar, baking soda, spices. Back of these all kinds of baking powder. At the rear pyramids of pulverized sugar and cake flour in packages. Suspend a sign card with lettering like illustration. The background is the same as in the other window.



## WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

### FOR SALE.

FOR SALE.—Or exchange for grocery business, 110 acre farm. High state of cultivation. Charles E. Allinson, Burlington, N. J. 6

FOR SALE.—Stock and fixtures of general store. All new stock recently put in. Best location in the town, with 600 population. Good shipping point for country produce. Doing good business. Best of reasons for selling. Moderate investment. Address, Box 145, Beaver Springs, Pa. 6

FOR SALE.—Troemner Electric Coffee Mill for direct current, both for pulverizing and granulating. American Slicer in A1 condition. Also Dayton Computing Scales and a rebuilt No. 18 Star Coffee Mill. All at one-half price. Guaranteed to be in good condition. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 1f

FOR SALE.—Stock and fixtures of an old established grocery store. Will sell for \$1,150, if sold at once. Rent \$11 per month. 5113 Lancaster Ave., West Philadelphia, Pa. 9

FOR SALE.—Stock, fixtures and property of a butcher and provision store doing a good business. Owner wishes to move to the country. To a quick buyer will sell for the low figure of \$8,500. Cor. Fifth and Twenty-third Sts., Philadelphia, Pa. 8

FOR SALE.—Stock and fixtures of a grocery and provision store. Has a good trade in cigars and tobacco. Would be a good place for fresh meats. Large, roomy house and cellar. Will sell to a quick buyer for \$1,200. Rent, \$35 per month. N. E. cor. Sixth and Porter Sts., Philadelphia, Pa. 8

FOR SALE.—Stock and fixtures of grocery and provision store. Would make good stand for fresh meats. Will sell at a low figure, \$675, if sold at once. Seven rooms and all conveniences. Rent, \$25 per month. Cor. Washington and Alden Sts., West Philadelphia, Pa. 8

FOR SALE.—Old established store and stock, large storehouse, two-story warehouse, nine-room dwelling, large barn, eight acres good land. General merchandise stock at inventory, about \$6,000. Town of 300 inhabitants, besides large farming community surrounding. Large cigar factory source of employment to townspeople. Investigation invited from anybody looking for money-making proposition. Reason for selling, other business. John D. Landis, Tylersport, Pa. 7

FOR SALE.—Stock and fixtures of grocery, provision and fresh meats. Will sell at low figure, \$1,275, if sold at once. Corner Gratz and Dauphin Sts., Philadelphia, Pa. 4

FOR SALE.—Stock and fixtures of general store. All new, just recently put in. Located in the best business place of Slatington. Doing a nice business. Best of reasons for selling. Address P. O. Box 454, Slatington, Pa. 8

FOR SALE.—A John Wanamaker parcel delivery wagon, in perfect condition. Will

sell at a low figure, \$110, or will exchange for a light weight wagon. 6217 Lancaster Ave., Overbrook Grocery Store, West Philadelphia, Pa. 4

FOR SALE.—General store property, together with a first-class, up to date stock of about \$3,000 worth of merchandise. The store is 30x60 feet, with a good front and basement whole size of building, with nice laid wall and a very nice suite of seven living rooms over the store. Store and living rooms are lighted with acetylene g's. The lot is one-half acre and there is a good sized barn in good condition. The store alone cost \$3,000 to build twelve years ago, when lumber was much cheaper than now. This is located in a good farming community in a small town with only one small grocery as competition. There is a milk station, which is patronized by farmers of the surrounding country and brings them to town every morning the year around. Railroad station close by store. This is the right location for anyone who wishes to make money. Will take \$3,500 for real estate and stock at inventory. Reason for selling, other business. Address Fred G. Mix, R. F. D. No. 3, Owego, Tioga Co., New York. 5

FOR SALE.—Grocery, cigars and confectionery. Excellent stand for delicatessen. Ten rooms, all rented, at subway and elevated. Cause for sale, sickness. If sold now will sell for \$950. Apply B. W., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 9

FOR SALE.—Stock and fixtures of an old established corner grocery and provision store. Would do well with fresh meats. To a quick buyer will sell for \$850. Dwelling contains six rooms and bath, rent \$32 per month. Cor. Fifty-third St. and Westminster Ave., West Philadelphia. 5

FOR SALE.—General store stock and stand for sale in the busy cement region. Address, C. A. Fegely, Cementon, Lehigh Co., Pa. 5

FOR SALE.—Stock and fixtures of an old corner grocery and provision store. Would do well with fresh meats and delicatessen. Will sell to a quick buyer for \$525. Rent, \$35 per month; 8 rooms. 1801 N. Twenty-seventh St., Philadelphia, Pa. 9

### AGENTS WANTED.

WANTED—Salesmen. Easy money made at spare moments selling fruits, nuts and vegetables on commission basis for the "best house in Philadelphia," and not interfere with your regular position. Write quick for full particulars. Representative wanted in every town in Pennsylvania. Address, Edgar J. Thomas, 250 S. Front St., Philadelphia, Pa. 1f

### WANTED.

WANTED—General store with well established business, carrying moderate stock. Send particulars to K, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 5

## Creating More Business

Every cake of Fleischmann's Yeast you sell means added sales of flour, butter, sugar and so forth. Your customer never uses the Yeast alone. Therefore, the more Fleischmann's Yeast you sell, the more your general trade increases—it's a good business builder.

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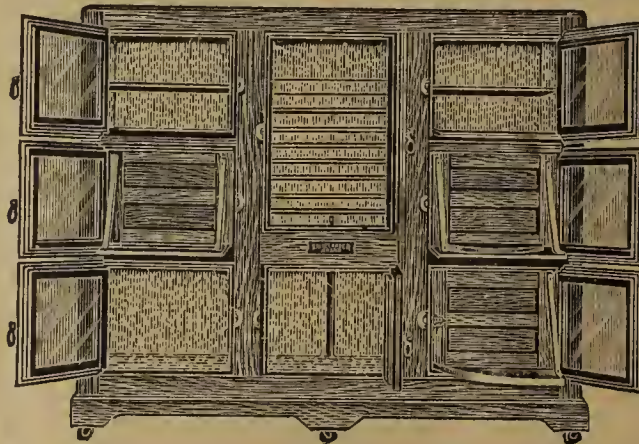
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Guaranteed Under the Food and Drugs Act, June 30, 1906

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

## General Merchant

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## National Wholesale Grocers' Association Gets Into Fight Over Proposed New Pennsylvania Food Laws

**Urges Jobbing Trade All Over State to Oppose Several Pending Bills, Notably the General Food Bill, the Net Weight Bill and the Manufacturer's Name Bill.**

The National Wholesale Grocers' Association, whose headquarters are in New York City, has gotten into the fight in Pennsylvania and will oppose in every way it can several of the provisions of the pending food laws. During the week the association has sent to wholesale grocers all over the State statements of protest against several of the new bills, with a statement of its reasons for believing that they are against the interests of the jobbing trade. From these communications this journal takes the following:—

### THE GENERAL FOOD LAW.

Senate Bill, Pr. No. 5, introduced in the Pennsylvania Legislature by Mr. Gerberich and referred to the Committee on Public Health and Sanitation, proposes to enact a new food law in Pennsylvania absolutely different from the United States Food and Drugs Act and from the laws of every other State. The bill repeals the present law, from which it differs as follows:—

1. It abolishes protection to a dealer who can establish a guaranty from the person from whom he purchases his goods. A guaranty will have no effect in Pennsylvania under this proposed law.

2. It prohibits the use of sulphur dioxide and benzoate of soda in all cases, although the present law now expressly allows their use in certain goods and to a limited extent.

3. It requires the net weight or volume to be stated without provision for allowing variations.

4. It requires the name of the manufacturer or producer to be stated.

5. It requires that labels appear on the front or back of each package and that no type be used of a size less than eight point (brewer) caps.

6. The bill takes effect immediately and makes no provision for goods on hand. Under this law every package of food sold in Pennsylvania will have to be immediately relabeled and in many cases compliance with this law would be impossible.

P. S.—Hearings will be held on this bill before the Senate Committee on Public Health and Sanitation at 2.30 P. M., February 11, 1913, in the Committee Room, Capitol at Harrisburg.

### THE NET WEIGHT BILL.

Senate Bill, Pr. No. 7, introduced by Mr. Gerberich, and Senate Bill, Pr. No. 11, also introduced by Mr. Gerberich in the Pennsylvania Legislature, require that all food sold in packages must be labeled to show the net weight or measure of the product.

Congress, before it adjourns in March, will undoubtedly pass a rea-

sonable weight or measure branding bill, introduced by Representative Gould, which has the hearty support of this association and which has already passed the House of Representatives. For Pennsylvania to pass a law on this subject before there is a model National law to follow, would be most unfortunate in the interests of uniformity.

These proposed laws are not only different from the Gould Bill, but are unreasonable.

1. No option is given to the dealer to state the numerical count of the product as is permitted by the Gould Bill.

2. No variations are permitted, as is allowed by the Gould Bill. It is absolutely impossible to brand the weight or measure exactly without allowing for the variations which are due to natural causes.

3. No provision is made for the sale of goods in hand, and consequently it would be necessary to relabel every food product sold in Pennsylvania in package form.

These bills have been referred to the Committee on Public Health and Sanitation. You should write to members of the Committee and of the Pennsylvania Legislature immediately, asking that these bills be not passed.

### THE BILL REQUIRING THE GIVING OF MANUFACTURER'S NAME.

Senate Bill, Pr. No. 5, introduced by Mr. Gerberich and referred to the Committee on Public Health and Sanitation, provides that every article of food packed for sale in containers shall bear a statement of the name and address of the manufacturer or producer.

This requirement is not proposed to protect the public from deception in the sale of food products, for it is amply protected under the existing laws, but this is an unwarrantable attempt on the part of the manufacturers to obtain a law which shall compel the use of manufacturers' labels instead of jobbers' labels.

The jobber selects the goods sold under his label from many different manufacturers. It is necessary to sell these goods under one uniform label—that of the jobber, who is always the same—in order to give the product a uniform market. To state the names of the different manufacturers from whom the jobber obtains his supply will only hopelessly confuse the purchasing public.

The question of whose name is to appear upon the label, the manufacturer's or the jobber's, is a matter of private contract between the buyer and seller of the particular goods in question. Legislation regulating whose name is to appear is unconstitutional, as has been held by the highest courts in California and South Dakota.

No State now has such a law.

Your interests demand that you should communicate immediately with members of the committee to which this bill has been referred

and to your Representative and Senator, asking them to oppose this unreasonable bill.

### THE SOFT DRINK BILL.

Senate Bill, Pr. No. 7, introduced in the Pennsylvania Legislature by Mr. Gerberich, regulates the manufacture and sale of non-alcoholic drinks. This law is proposed to take the place of the present law dealing with these beverages and makes several important changes in the existing law.

Some of these changes are:—

1. The use of coal-tar dye or artificial flavor is absolutely prohibited, irrespective of whether such dye or flavor is injurious or causes deception.

2. Ginger ale, in which capsicum or a capsicum product has been used, must be labeled "Ginger Ale with Capsicum."

There is no provision, as there is in the present law, permitting the

sale of non-alcoholic beverages which are compounds, imitations or blends when the label states they are such compounds, imitations or blends.

This bill has been referred to the Committee on Public Health and Sanitation.

### THE MILK PRODUCT BILL.

Senate Bill, Pr. No. 8, introduced by Mr. Gerberich and referred to the Committee on Public Health and Sanitation, regulates the sale of milk products.

Standards are fixed for condensed milk, evaporated milk and other similar milk products.

It is required that the name and address of the manufacturer and the net weight of the package be stated on every container of these products.

This bill has been referred to the Committee on Public Health and Sanitation.

Written for the "Grocery World and General Merchant."

## How Kane (Pa.) Retailers Keep Tab on Consumers' Credits

**Operate a Plan for Retail Grocers Like Dun's and Bradstreet's. Operate for Manufacturers and Jobbers. Special Reports Going Into Minutest Details.**

There are two firms in this country to-day growing immensely wealthy. From a small beginning more than sixty years ago they have grown to world-wide proportions and are still growing. One of these firms is R. G. Dun & Co., commonly known as Dun's, and the other is The Bradstreet Company, commonly known as Bradstreet's. You have perhaps heard of them since these two firms are undoubtedly as well known in the business world as any others in existence and none perhaps command such a profound respect.

There may be a small retail merchant somewhere in this old world who has been overlooked by the Recording Angel and whose name does not appear to be filed in the Archives of Heaven. If so he can rest assured that one of the above firms has not overlooked him. Be he a small grocer in New Zealand or Alaska; in Iceland or South Africa, they've got him. It's their business to get him and to keep tab on him. His name is recorded in one of their imposing books and is prefixed by a formula that means something. In fact, it means so much that many of us prefer the rating of "Aa" before our name to the degree of "A. B." after it.

Little is written and less is known of the actual inside affairs of these two great agencies, Dun's and Bradstreet's, but it will suffice

to say here that the business of keeping tab is a very profitable business for them. They make slathers of money at it which gives rise to the question of how they do it. In other words, who pays? Let us see first who should pay.

Insurance risks and credit risks are widely different, but the principle underlying them is the same. In the former you pay the other fellow to assume the risk; in the latter you pay him to fix the risk so you can safely assume it yourself. In either case you are buying a safe play and paying for it. If John Smith receives an order for a carload of peaches in California from a grocer in New Jersey, he wants to know about that grocer. When will he pay? Will he pay? Can he pay? Dun's or Bradstreet's answers these questions or him and he pays them for their trouble. He finds it pays to pay. Other producers in his line as well as producers, manufacturers, wholesalers, jobbers and distributors of all kinds in all lines all over the world want to know about the grocer, the meat man, the clothier, the shoe dealer, the dry goods man and all others.

**ELTON J. BUCKLEY**

Editor "Grocery World and General Merchant"

**Attorney and Counselor at Law**

643-648 Land Title Building  
Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609  
Keystone, Race 746



some other part of the world to whom they are selling on credit. Dun's or Bradstreet's tells them what they want to know and they pay them for it. They find it pays to pay. Hence the golden flow into the coffers of Dun's and Bradstreet's.

Now what about an army of business men not mentioned above? They refer to the small retail merchant himself who stands on the distributing firing line and is rated but does not rate. He is the one who knows that his name must look good in the big book if he is buying on credit. Let his customers "stick" him year in and year out. He knows if his hair shows a tinge of gray his jobber, wholesaler or manufacturer knows it at once—and makes a note of it. Yet his ledger is black with accounts against customers whose hair has long since turned gray and who have died without his knowledge. He knows if he moves his stock to a new location where the rent is considered high for his line of business the fact is made known to his jobber, wholesaler or manufacturer without delay. Yet his customers flit to all points of the compass and forget to tell him even

the direction they take. If he finds out at all it is usually by accident when it is too late.

It would seem to follow that if the jobber, wholesaler, commission man, manufacturer and producer or others who sell the retailer on credit, find that it pays to keep tab on their customers, would it not pay the retailer in turn to keep tab on his customers?

We answered this question in Kane about a year ago by establishing what we are pleased to call the Special Reporting Bureau of the Kane Business Men's Association. It is a Dun and Bradstreet system reduced to meet the exigencies of a small town with a floating population. Here is how it works:—

A customer applies to one of our grocers for credit, we'll say. His name is not on our regular credit directory and the grocer does not know him. If he's all right the grocer needs his trade. If not he cannot afford the loss. The grocer taps the scale plate with his pencil and tells the customer to come in the next day. In the meantime the grocer calls our office, giving name and address, and we do the rest.

When the customer returns the grocer has a "line" on him. A confidential special report in writing from our office tells him just what kind of a party his prospective customer is. The report states how long this customer has lived in Kane, where he came from, how he stood in his former town and how he stands at present. It states where he works, what he earns, his pay day and what he does with his money. It tells where he buys his clothes, shoes, meat, groceries and other necessities and luxuries of modern life and whether he is good pay, poor pay, slow pay or no pay. It tells about his family affairs as correlated with the pay envelope and rattles the skeleton if necessary. It states whether he owns property or rents. If he owns his home it tells in whose name the deed stands and what the record shows against it in the way of plasters. If he rents, his landlord's name is given together with his opinion of his tenant as a rent payer. If his outgo exceeds his income the report says so and contains figures to prove it. In fact this report contains all and more than is contained in a special report from

Dun's or Bradstreet's. It tells Mr. Retailer whether the risk is safe for him to assume or not. The rest is up to him.

In other words we furnish the same service to the retailer in Kane that Dun's or Bradstreet's furnish to the wholesaler all over the civilized world. And, like theirs, our service does not stop merely at credit reports. We furnish confidential information on all subjects within our reach. The collection end comes in for its share of attention and we by no means fail to keep tab on the fitting customers. We gather our information from several sources and see that it is accurate—we can almost guarantee that it is accurate. Our system is simple, effective, and it pays. That is the point to get, it pays.

H. G. BERKHOUSE,  
Secretary Kane Business Men's  
Association.  
Kane, Pa., February 3, 1913.

Florida oranges are still rather cheap, ordinary fruit ranging from \$1.75 to \$2, and the finest \$2 to \$3.50. The receipts are large and the demand fair.

# The Clink of the Dollars

Sounds mighty sweet, Mr. Grocer, when the clink  
**Sounds Profits.**

It's **profits** you are after—more, larger profits.

That is just what you get with



## Post Tavern Special

(The New Hot Porridge)

It is different in taste—better. Different in profits—larger.

Any way you look at it, Post Tavern Special is a good proposition.

Test out a package at home, for its delicate flavor, produced by skillfully blending wheat, corn and rice.

You can easily make it a Leader—and **the clink is right.**

Sale guaranteed to the last package.

POSTUM CEREAL CO., LTD., BATTLE CREEK, MICH.



## The New York Letter

**Jobbers Catering for Consumers' Co-operative Business. Commission Men Fight Weights and Measures Bureau and Plan to Make Them Take Out a License. American Can Co. President Says Demand for Package Goods is Increasing. Market Summary.**

Special Correspondence of "Grocery World and General Merchant."

New York, Feb. 6, 1913.

Several concerns located in the wholesale market districts are taking shrewd advantage of the agitation about co-operative and marketing plans and the cost of living. They have adopted names such as the Housewives' Store or the Consumers' Market or other popular terms and they are catering strongly for the retail trade. The plan they follow in getting orders is the old one of sending out men with wagons to call from door to door. In some instances a gentlemanly advance agent calls first. He comes afoot merely to introduce the idea, to explain its beauties, to book a definite order if he can, to leave the company's card and always to take down the householder's name and promise that the wagon will call shortly.

The argument is always the same. The company claims that it is a wholesale concern, practically a co-operative company, which can give the housewives the benefit of wholesale prices. They feature farm supplies, including butter and eggs, and their long suit is to claim, of course, that these products are shipped directly to them from the farms. They do not hesitate to promise delivery to the homes of eggs that have been laid within two days, and sometimes they say that the eggs are delivered one day after they are laid. The claims seem safe enough, for how can the householder prove whether the eggs were laid a day or a week before the delivery.

The companies have also a full line of groceries, including teas, coffees, sugar and spices.

These companies are pushing business both in New York and Brooklyn, operating from the wholesale markets and terminals in both cities.

\*\*\*

The fight in favor of the State Bureau of Weights and Measures

has been taken up with vigor by the commission companies in the produce and fruit trade, not only in this State, but outside it. The commission merchants declare that the Bureau should be maintained in the interest of fair and honest dealing for the protection of the public and of honest dealers as well.

The National League of Commission Merchants is lending its influence in the movement to save the Bureau from the proposed plan of turning its work over to the State Department of Agriculture. Representatives of the merchants have been to Albany to present arguments why this work should be continued as a separate department. They claim that real progress lies in the movement for standardization of regulations with uniform requirements, Federal and State, and that separate Bureaus of Weights and Measures should therefore be maintained.

Those who propose to abolish the Bureau in this State say that their only motive is economy, and that the work can be done just as well and more economically by the Agricultural Department. On the other hand, there are charges that politics are back of the project.

\*\*\*

A much more important fight for the commission men is, however, that in which they will try to defeat the license bill proposed in the Legislature at Albany by Senator Roosevelt. The merchants are to go to Albany next Tuesday to present arguments against this measure. They are greatly disturbed over this proposed law and do not hesitate to denounce it as an attempted outrage.

Plans are being made to have from 200 to 250 representatives of the wholesale trade attend the hearing at Albany. The delegation will include representatives of practically all of the wholesale associations in the produce

and fruit business, also the Mercantile Exchange, the Cold Storage Association, the Poultry and Game Association and auction houses.

The license bill, if passed, would affect all of the commission dealers in farm products of nearly all kinds, including fruit and produce, eggs and dairy products and poultry.

The bill would require the commission merchant to show good character in order to get a license. He would be required to furnish a bond in \$10,000. Farmers or shippers having complaint could sue to recover under the terms of the bond. The license could be revoked on complaint for any one of various causes.

The bill provides for detailed regulation of the business and inspection of shipments.

The commission men say that the provisions of the bill are so burdensome and unreasonable that they can do nothing except to oppose the entire proposition. They say that they are not opposed to any reasonable provisions for protecting shippers, but that these regulations go beyond all reason.

They claim that the bill would hamper the trade in many ways, would cause all kind of delays in transportation and delivery, would impose an enormous burden of expense for inspection and would shut out new men and small dealers who could not afford to put up a \$10,000 bond. Further, they say that the commission dealers could be put to vast trouble and expense in defending trifling suits brought by farmers. In relation to such suits, a chief objection is that the commission merchant in this city would have to go to Albany or some other part of the State to defend such actions, and in case he wins the suit, would often have no way of getting back the expenses from the plaintiffs, who would not be under bonds.

So burdensome are the regulations, it is claimed, that the volume of business in this city would be greatly reduced and some of it diverted elsewhere outside the State.

One of the features of the bill to which there is most strenuous objection requires the commission merchant to file with the authorities detailed statements of

all transactions, showing names of shippers and buyers, prices and other particulars.

The advances in the canned goods trade are indicated in an interesting way in the annual report just filed by the American Can Co. for the last year.

President F. S. Wheeler, in his report to the stockholders, said that there is an increasing demand for packages, both plain and lithographed, for coffees, teas, cereals, syrups and various other articles which he specified in the drug and toilet lines.

He said that the growing popularity of the sanitary can for food products has made it necessary for the company to provide additional facilities for manufacture and storage and to make machines with which customers may seal the cans. He said that the trend is toward packing commodities in small containers, representing individual units of consumption, and new articles are being added each year to the list of products thus packed.

The company, it was added, is to co-operate with pure food departments in chemical and other research work for the purpose of making improvements, wherever possible, in the quality of the cans, and so in the quality of the canned food, thus adding to public confidence in such food and increasing the market for the cans.

The net earnings exceed \$7,500,000 and showed a gain of upward of \$2,000,000 over the preceding year. After allowing a dividend of 7 per cent. on preferred stock, the balance was equal to a dividend of 8.85 per cent. on the common stock. The company paid out over \$1,700,000 for new buildings and other constructive work at plants in various cities.

\*\*\*

A petition in bankruptcy was filed this week against the Wyoming Valley Milling Co., millers and flour merchants, at 116 Broad street, this city, with mills at Wilkes-Barre, Pa. A receiver was appointed.

\*\*\*

The Brooklyn Retail Grocers' Association is to hold a monster Food Show March 3d to 15th in the 13th Regiment Armory. A feature is to be an exhibit by the

(Continued on page 10)



## Sells Retailers They Should Advance in Penny Instead of Nickel Jumps

**Especially on Coffee. New York Jobber Says Everybody Would Have Been Better Off While Coffee Was Advancing if Retailers Had Done That. Helps Sales and Aids Dealer to Economically Figure Profits.**

In simple language my suggestion is this: That the retail dealer, instead of making advances and decreases on his articles of merchandise by 5-cent jumps, should make them by pennies.

We coffee men have probably suffered more than any other line of merchants from this system of a retailer making prices on multiples of 5 cents. This has been especially demonstrated during the last three years in the coffee business. During this time we have had an advancing coffee market, and coffees have gone to a very high figure. To illustrate: In some sections of the country a 20-cent coffee was the popular seller. The coffee market advanced to such a point that it was impossible to sell a coffee at 20 cents retail and make a fair margin of profit. The retail grocer hung to his 20-cent price as long as he could, and then he jumped immediately to 25 cents. This, of course, upset his business a good deal because, while the majority of grocers advanced to the 25 cent, a good many of them still hung to the 20-cent price. Then the market reached a point where it was impossible for retail grocers to continue to sell even at 25 cents, and they jumped to the 30-cent price. If they had all advanced at one time there would not have been so much difficulty, but there were a great many who still continued to sell coffee at 25 cents even though they paid almost 25 cents for it. The consequence was that the retail grocer did not make his proper margin of profit; he cut the wholesaler and the wholesaler could not make his margin of profit; and the whole roasted coffee business all down the line has been upset and demoralized, and no one has been making any money on it. In fact, the only way in which we could make any money out of our business in the past year or two has been by speculating in green coffees. If we were fortunate enough to catch the market right we made

a little money, but on our regular legitimate business we could not make any.

There is not a shadow of doubt that a great deal of this trouble came from the fact that the retail grocer did not advance his price by pennies. If he had advanced his price by pennies the consumer would have paid the price, the grocer would have made his proper margin of profit, the wholesaler would have been able to have obtained a fair margin of profit on his goods, and the trade would not have been disturbed the way that it has.

There is another reason why we should advocate the "penny change" or "split your nickels" system. That is on account of the pure food laws. Sooner or later all package goods must be marked with the net weight. The days of the even money package sales are numbered, and their passing away will be a good day for all. One of the greatest difficulties that manufacturers of foodstuffs have had to meet is in making up a package which can be sold for even money or even multiples of 5 cents; a 20-cent package, a 25-cent package, a 30-cent package; and up to a 50-cent package. In the coffee business there were some manufacturers who tried to avoid this difficulty by packing shortweight goods, putting 14 ounces in a can instead of 16 ounces, and then 12 ounces. Finally, with the advancing market, they became ridiculous because they had a 16-ounce can which was only about half full of coffee. Now, if manufacturers were not bound down by this even money plan of doing business on the part of the retailer, they would make up packages of 1 ounce, 2 ounces, 8 ounces, 16 ounces, whatever size they thought best for the grocer, and the manufacturer would sell the goods at a price which would give him a living profit. When the grocer received the goods he would sell them at a price of 8 cents, 9

cents, 16 cents, 21 cents, 43 cents, whatever yielded him a proper margin of profit.

Another benefit of this system would be to train the retail merchants in the way of figuring carefully all his prices and profits. Retail merchants are like a flock of sheep; one follows after the other. If a neighbor sells goods at cost that is sufficient reason for his doing the same. Retail merchandising presents an open field to all with no educational or selective restrictions, and few enter upon it with adequate capital. Many who choose this vocation to gain their livelihood are untrained, inexperienced and without special qualifications for the exacting conditions which they are bound to meet. Now, if a retail merchant would figure the same as a wholesale merchant or manufacturer does he would get his business to a proper basis, and when he figured his cost and expense account he would figure his prices the same way, and he would get what was coming to him, and he would not have to sell for 25 cents an article which was not worth over 22 cents, nor, on the other hand, receive only 25 cents for some article which was worth 28 cents. Naturally when a retail grocer sells some goods below his regular margin of profit he has to make an extra price on some other goods to make up the difference.

I believe the system would be eminently satisfactory to the grocer. The great majority of the buyers in the retail stores are women. Women, as you know, are economical; they save their pennies where men throw them away. I believe that every woman would be glad to pay in odd cents just what an article was worth, and not pay 20 cents for an article that was perhaps worth 22 cents, and then pay 25 cents for an article which was worth 23 cents.

Some day the retailer is going to realize that this is the proper way to do business. All wholesalers do it in buying coffees and other merchandise. We figure not only on  $\frac{1}{2}$  cent and  $\frac{1}{4}$  cent and  $\frac{1}{8}$  and 1-16 cent, but we get down even closer than that. My firm a short time ago bought some coffee for which they paid 16 44-100 cents. Why was this? It was simply because, figuring down on a close basis, the banker found that he could sell the coffee at that price and make interest on his money.

Retailers should be educated to the same thing, and put their business on a proper profit basis, and not on a guesswork basis the way it is largely at present.

EDWIN J. GILLIES.

New York, N. Y.,

February 3, 1913.

**Larkin Co. Branches Out in Chicago.**

The Larkin Co., of Illinois, opened its new building in Chicago last week with much ceremony and heavy advertising in the retail papers. Packages of "short cut" macaroni and chocolate pudding were handed to each visitor at the plant during the week. The attendance was fairly large.

Florida grapefruit ranges from \$2.50 to \$3.50, and are in regular every day demand.

### Every Cake of Fleischmann's Yeast

influences the sale of flour, butter, sugar, salt, eggs and like products used in baking to a total of 10 or 20 times the cost of the yeast itself. That's how the sale of every cake of Fleischmann's Yeast builds up business for you.

**The Fleischmann Co.**

TELL YOUR CUSTOMERS THAT

### RAE'S Lucca Olive Oil

is the product of perfectly sound, ripe, freshly picked, freshly crushed and pressed olives, grown in Tuscany, Italy, the one place in the world where the olive reaches perfection. You will not only please them but you will build up a splendid trade on Lucca Oil at a good profit. Prices in Prices Current.

**H. Kellogg & Sons**  
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**\$2,000,000 Paid for Waste Paper in Pennsylvania Last Year**

How much of it did you get? There is ready sale for all your Waste Paper, Pasteboard Boxes, etc., if baled.

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# WITH THE EDITOR

The extent and value of the trading stamp scheme has never had a more remarkable

**A Million in Four Years.**

revelation than has come through a partnership suit

between two partners in a New York stamp company, now on trial in New York City.

Evidence produced there showed that one of the largest trading stamp enterprises in the country was started with a capital of less than \$2,000. The first premium store was opened in Bridgeport, Conn., with a capital of \$1,900, each of the two partners contributing half. This was in 1896.

From the beginning the business grew like a fire in a dry forest, and in 1900, only four years later, the owners were offered *one million dollars* for only a part of their business! That was thirteen years ago. To-day the business is doubtless worth many times the original million and is growing in value every year.

To the man who is down on premiums, and who thinks they have no proper place in merchandising, this bit of trading stamp history is a hard thing to get over. Admitting that trading stamps and premiums have no *logical* place in the sale of a dollar's worth of groceries, yet it can hardly be denied that *anything* demanded by so many people has the power to force a place for itself. Having that power, and having exercised it, as we have seen, premiums and trad-

ing stamps have become a force to be reckoned with, not only by the seller who is using them, but particularly by the seller whose competitor is using them.

The organized wholesale and retail trade interests of Pennsylvania have taken the position that they will not interfere in the proposed passage of a law forbidding the sale of goods containing benzoate of soda. They take this attitude on the ground that this is a manufacturing proposition entirely, which affects the distributing trade but little, that the chief interest involved is the manufacturer's interest, and that the manufacturer should fight the battle if it is to be fought.

There is much in this. Jobbers and retailers don't really care, when it comes down to it, whether the products they sell contain benzoate of soda, or not. The manufacturer will have to look out for that, and he will, without doubt, rather than see himself put out of business. There will always be goods to sell, benzoate or no benzoate.

The writer has never been able to accept unqualifiedly the statement of some manufacturers that without benzoate of soda they would not be able to continue. They will continue just about the same, perhaps not quite so conveniently, but they will continue, and this conviction

is perhaps behind the decision of the trade to stand passive.

Among the bills affecting the manufacture and sale of food now pending in the Pennsylvania Legislature is one similar to a measure now in Congress, requiring all package goods to bear the name of the manufacturer or packer. The National Wholesale Grocers' Association opposed the Congressional bill, and it is opposing the Pennsylvania bill. In the latter it will probably be aided by the Wholesale Grocers' Association of Pennsylvania, New Jersey and Delaware.

Really it is a little hard to see just what this scheme to make the manufacturer put his name on everything he produces can accomplish *for the public*. Naturally no goods should be sold in the open market which do not bear the name of somebody who is responsible for their purity and their condition. But somebody's name is always present. The bill is really aimed at private brands—where goods packed by John Jones & Co. for William Smith, jobber or retailer, bear only the latter's name. It may be that Jones & Co's name does not appear, but William Smith's always does, and since by the use of his name alone he has deliberately put himself where he will be held responsible if anything happens, who can reasonably complain?

This bill would help a manufacturer of proprietary goods who has to compete with private brands, but it is not easy to see how it would help anybody else much.

The merchants and representatives of merchants who go faithfully to Harrisburg at every legislative session and work for the

repeal of the mercantile tax law should have learned by now that their cause is hopeless. There is no more chance that the law in question will be repealed than that the Pennsylvania Legislature will vote the editor of this paper a pension for distinguished services rendered in the war of 1812.

The mercantile tax money comes too easy to be sacrificed. It not only brings several hundred thousand dollars into the State treasury every year, but it provides a large number of the richest political jobs in the gift of the dominant organization. In Philadelphia County where the position of mercantile appraiser pays \$5,000 or \$6,000 a year and is eagerly sought, there is not a man in the office who is not a deep-dyed politician, given the office on that account solely. What should the political powers repeal the tax law? Because it is inquisitorial and unfair to the subjects of it? What do they care for that? They need the money and they need the jobs—nothing else is of any importance.

## THE NEW YORK LETTER

(Continued from page 8.)

Brooklyn "Eagle," which is to set up a mechanical plant and show how a daily paper is printed. In return the members are to take 140 spaces, at \$5 each, in its daily, and in these spaces will be printed the name and address of each member contributing this amount. It is expected that this will aid in getting desirable publicity for the show in the columns of the daily.

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One of the questions at Albany to which grocers are paying much attention is that of child

labor. At present the grocer must not employ any boy under sixteen, this rule having only minor modifications. There was hope of getting an amendment allowing the employment of boys between thirteen and sixteen to assist on Saturdays, and perhaps certain holidays. The talk against child labor of all kinds is so strong, however, that the grocers are now losing hope of getting any modification of the present law.

The argument on which the grocers relied was that the employment of the big school boys on their vacation days, such as

Saturdays, is a real help to many struggling families and is, besides, a benefit to the boys in teaching them business and habits of industry, and keeping them out of the mischief of the streets.

It appears, however, that some of the retail grocers and marketmen, who are also interested, have hurt their own cause by overworking boys at times. At least that charge is heard. It is said that even under the present law small boys are seen carrying loads of groceries and meats that are entirely beyond their strength and endurance, and that such

work is often injurious. It is also claimed that often the boys are kept up until the midnight hour and later making these deliveries.

It would of course be a great convenience to the grocers if they had more freedom in employing boys on deliveries and other light work during the rush of business on Saturdays. The present law is often violated, it is said, but careful grocers take no chances of that kind.

## SUMMARIZED MARKET CONDITIONS.

Some large roasters are said to be looking around in the spot



coffee market and placing some business. Rios are firmer than they were last week, sellers asking 13 $\frac{7}{8}$  to 14 cents. Santos is steady on the basis of 15 $\frac{5}{8}$  for S. The interior is showing only mild interest, as a rule. In the mild grades the business is of a jobbing character.

Spot teas are selling in a moderate way to cover the actual needs of the distributors. Prices are steady, but it is likely that concessions could be obtained on large orders. The trade is awaiting the announcement of the new standards, which is expected in the near future.

In refined sugar, sales have been increasing during the week, as the distributors, who have been following a waiting policy, found it necessary to replenish their supplies. Although these sales have increased the aggregate business, yet the country generally continues to await developments. The refiners are all quoting 4.30 cents for standard granulated, although the list prices are higher in some instances.

Spices are quiet and steady,

with the usual demand from the grinders covering the general list.

Molasses is selling in a routine way at steady prices. It is expected that cold weather will stimulate consumption and that a better demand for grocery grades will be shown.

In canned goods, the slack demand has led second hands to shade prices on spot stock in order to move the supplies into consumption. Spot tomatoes are less affected in this way than are some other lines. For strictly standard No. 3 Marylands it is said that 80 cents f. o. b. Baltimore is still the lowest figure. There have been some sales reported at a shading of this price ex-store New York, but brokers claim that in these sales the stock has not been strictly up to standard. The packers generally prefer to hold their supplies rather than offer concessions below the 80-cent price. Buyers can pick up bargains in spot corn, but there is not much buying interest. Futures are also neglected. Among the Maine packers, the Big Four decline to share their

opening quotation of 90 cents f. o. b. Portland, on their label for 1913 delivery, but some of the smaller packers are willing to take orders at 87 $\frac{1}{2}$  cents, and in some instances at 85 cents. In other lines business is of a routine character. The market for future string beans is awaiting the decision of the Federal authorities on the question of insisting on enamel-lined cans. The packers are anxious to have the Government decide the question one way or the other and there have been some conferences during the week on this subject at Washington.

Canned fruits are in light demand. The tone of the market is easy and hardly reflects the firm views of the coast packers. There is, however, no quotable decline in spot prices. Southern fruits of all kinds are dull, with nominal quotations.

In canned fish, conditions are quiet, but with the opening of Lent, improvement is expected. The market for canned salmon is easy on all except fancy grades, as there is little buying. Prices of sardines are maintained, as the

supplies are going steadily into consumption on small orders.

Little activity is shown in the dried fruit trade. The buyers have continued generally indifferent and as a result there has been some weakening of prices. Spot California prunes are especially weak. It is said that there have been offerings here, made by Philadelphia dealers, under the inside quotations of the local handlers. The consuming demand has been light, but it is expected that it will improve in the next month or so. There is a light jobbing demand for dried apricots and peaches. Raisins are easy and other lines of dried fruits are generally quiet.

Flour is quiet and the heavy stocks continue to burden the market. All the brokers complain of the lack of demand. The local quotations on spring wheat patents in wood range from \$4.60 to \$4.80.

The butter market maintains a firm tone on high-grade creamery. Most of the business in fresh extras is at 37 cents, but there is shading of a fraction of a cent on some receipts which

## No "Guesswork" about "Dandelion Brand"

You know mighty well what it means to get "stocked up" with a "guesswork" brand.

That's what ruins profits so often.

There's no guesswork about "Dandelion Brand" Butter Color.

### Dandelion Brand

THE BRAND WITH



### Butter Color

THE GOLDEN SHADE

We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS,--STATE AND NATIONAL.

**WELLS & RICHARDSON CO., - BURLINGTON, VERMONT**  
Manufacturers of Dandelion Brand Butter Color



are not up to the top marks. The first range from 33 to 36 cents. There is a moderate demand from out-of-town buyers for seconds at 29 to 32 cents. Supplies of storage extras are comparatively small and they are bringing from 33½ to 34 cents. Lower grades of held butter are to be had down to 26 cents. Top grades of process butter bring 25 to 26½ cents, with a fairly steady demand.

Eggs have advanced a little. This is said to be the result in part, at least, of speculative activity. Receipts of fresh gathered stock have increased some-

what, but the cold weather has stimulated speculative feeling so that the supplies offered in the market are only moderate. The best grades of the fresh-gathered Western eggs bring from 25 up to 28 cents. The lower grades are offered at 23 to 24½ cents; held eggs at 15 to 21 cents. The refrigerator firsts are offered at 19½ to 20 cents and the lower grades range all the way down to 10 cents. The nearby eggs are firm, with 30 to 32 cents paid readily for fancy grades of large white eggs.

FRED. A. MAGILL.

## Wholesalers and Retailers Will Consent to Pennsylvania Law Against Benzoate of Soda

**At a Joint Meeting on Wednesday They Decided to Let Manufacturers Fight Their Own Battles Both on Benzoate and Alum Baking Powder. Will Work Hard to Have Sulphur Dioxide Allowed, However. Trade Interests Think Committee Will Put Back Retailers' Guarantee Clause and Eliminate Net Weight Clause.**

An animated meeting of trade interests opposed to the proposed food law changes in Pennsylvania was held at the Grocers' and Importers' Exchange in the Bourse on Wednesday last. Representatives were present from the Exchange, from the Tri-State Wholesale Grocers' Association, the Philadelphia Retail Grocers' Association, the Pennsylvania Retail Merchants' Association and the Pittsburgh Wholesale Grocers' Association. W. L. Danahey, secretary of the latter organization, brought on a delegation of jobbers, and jobbers from other interior sections of the State were also present. Several Philadelphia jobbers represented the two local wholesale organizations, as well as several brokers and commission merchants.

All of the organizations represented were opposed to the new food laws in their present form, and a campaign was decided upon to make the opposition effective. Next Tuesday, the date of the hearing before the Committee on Health and Sanitation, a large delegation representative of all classes and sections will go to Harrisburg to protest against certain features of the proposed general food bill.

The trade organizations will oppose none of the bills except the general food bill and they will as-

sent to certain features of that which it was at first thought would be objectionable. For instance, the provision forbidding the sale of goods containing benzoate of soda. The wholesale and retail interests will take no hand in that and if necessary will give a specific consent to its passage. They feel that the manufacturers should fight their own battles.

The opposition of the trade will be concentrated upon the provision forbidding the sale of dried fruits and molasses containing sulphur dioxide. There is no dried fruit and molasses which does not contain sulphur dioxide, and the trade believe that the disturbance to business would be so great as to warrant an effort to prevent the passage of such legislation. It is said that Senator Gerberich, chairman of the committee in charge of the bill, who is a physician, has given private assurances that if the trade will send somebody to him, in advance of next Tuesday's hearing, who can convince him that sulphur dioxide should not be prohibited, he will recommend the retention of the present law. At Wednesday's meeting Frank Halpen, representing the molasses interests, and Charles A. Carey, representing the dried fruit interests, were appointed a committee to see Senator Gerberich before the hearing.

It is said that the various other members of the Committee on Health and Sanitation have been interviewed, and that there is reason to believe that there will be no serious difficulty in inducing the committee to put the retailers' guarantee clause back in the bill, and to eliminate the net weight provision. The only thing the trade interests appear to be afraid of is the clause prohibiting the use

of sulphur dioxide, and they seem to feel that they can prevail even on that if they can produce the right kind of argument to Senator Gerberich, the chairman of the committee.

No interest will be taken either by the retailers or the jobbers in the provision of the law forbidding the use of alum in any form in baking powder. They also regard that as a manufacturer's fight.

## Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Stores, Dover, N. J.

**Your Important Work.**—Back of all good stock keeping, back of the nicest kind of counter display and the neatest and cleanest of departments, is the important work of *selling goods*. That work comes first. That work has to support the whole business. So everything should become subservient to it. No salesman is worthy the name that is guilty of "taking an order" without trying to sell something. Customers like men that are interested in their work. They hold a certain admiration for a man that tries legally to get their money. Who wants an automaton to wait on them? Who wants to do business with a dummy? I tell you people *want* to be sold to—they want to be considered capable of buying more and much more than their list calls for. They want to deal with a man that takes it for granted that they *can* buy more. Don't you see it?

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**Are You a Thinking Clerk?**—The thinker gets ahead. Brain is the only money earner. Inside of your head are latent ideas innumerable that would be a wonderful help to you and to the man that employs you were you *to dig them out*. The trouble is we are mentally lazy. We can run fast enough. We're not bad on first base. We can wrap a bundle while you wink—but like fools we allow somebody else to do all the thinking. The very thing that should be first and foremost.

**"Winning Ways."**—Good service, good manners, good cheer. What is good service anyway? It's doing what you know is your plain duty first of all—doing it well and doing it promptly. Boys, success comes from "*service*." Never look for it until this is implanted permanently in your mind and worked out to the letter every hour of the day. Why, the principle is as natural as daylight. It's a rule of cause and effect. How many fellows that you know actually do their-level best?

Certainly, one of the "Winning Ways" is good manners—a desire to please and cultivate the faculty of putting people whom you come in contact with at ease. It isn't smart to be rough. It isn't good business to exhibit freshness with any customer no matter how familiar you may be with him or her.

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**"I'm Not Afraid Anyway."**—Guilt makes cowards of us all. To be happy "be not afraid." And you won't be if you've nothing to fear. Place yourself right now in the fearless class. Act well, live clean. Fear is a joy killer. Remove its cause. You know what it is. Convert yourself. No man can do it for you. Go on your way rejoicing—it's your heritage. Brace up. Face the fear thing as you would the devil. Come out into sunshine unfettered. Live. The joke is gone. Mental slavery is ended. Be a full, free, joyous business gentleman who can say whatever happens, "*I'm not afraid anyway*."



# THE GROCERY MARKETS

## Tea.

The tea market is unchanged for the week. The demand is fair for the season, being regular but for immediate wants only. Nowhere in the list is there any change in price, but holders of certain grades of basket fired Japans seem firmer in their ideas on account of scarcity.

## Coffee

The market for Rio and Santos coffee has stiffened up a fraction during the week, and some holders are asking  $\frac{1}{4}$  cent more, in spite of the somewhat heavy stocks. The demand for coffee is not very large and shows no sign whatever of any special increase in the near future. Mild coffees are unchanged and moderately active. Java is offering up a little on account of scarcity; demand for it and Mocha moderate.

## Sugar.

The sugar market is 5 points lower for the week. Raws did give some signs of strengthening for a while, but heavy shipments from Cuba put a stop to that, and there appears now to be no prospect of any improvement. Two refiners are still on a basis of 4.30 cents for granulated, but several are glad to take orders at 4.25. The general demand for refined sugar is slow.

Later—The refiners who were selling at 4.25 have gone back to 4.30.

## Syrup and Molasses.

Glucose shows no change from the last advance. Compound syrup is quiet at ruling prices. Sugar syrup dull and unchanged. Molasses is not very active owing to the warm weather; prices unchanged, the grades being steady to firm.

## Dried Fruits.

Prunes are very dull and show no quotable change in price, though the market is in buyer's favor. Peaches, apricots and raisins are all very dull and show no change in price. Currants seasonably active at ruling quotations.

## Fish.

Norway mackerel are about 50 cents a barrel lower than a week ago, not all holders, however, concurring in the decline. The demand is quite dull, despite the com-

ing of Lent. Cod, hake and haddock in fair request on account of the colder weather; prices steadily maintained. Salmon of all grades is quiet without change. Domestic sardines dull and inclined to be a little weak. Imported sardines of almost all grades are scarce and firm.

## Canned Goods.

Tomatoes are dull, but very steady. Holders seem unwilling to shade below 80 cents f. o. b. in a large way except for off standards. Futures are dull. Corn and peas are quiet, both spot and future, and show no change in price. Apples dull at ruling quotations. California canned goods show no change in price and very little business from first hands. Small staple Eastern canned goods dull and unchanged.

## Beans and Peas.

Domestic pea beans are easier. On spot they are ranging from \$2.40 to \$2.45 in a large way, but can be bought at \$2.40 to come forward, and there is an understanding that sales have been made in other markets at even a lower price. The demand is fair. Marrows are steady to firm, but unchanged; demand fair. California limas unchanged. Scotch peas somewhat weaker; demand for these and green peas quiet.

## Butter.

The butter market is firm at an advance of 2 cents per pound for the week. The receipts of all grades are very light, and with the improved consumptive demand, the market is firm at the advance. Stocks in storage are reducing considerably, and the good consumptive demand is likely to continue, so that the outlook is for a steady to firm market.

## Eggs.

The consumptive demand for eggs is absorbing all fresh receipts on arrival. Owing to recent colder weather the market is firm at an advance of 1 cent per dozen. The receipts of fresh eggs, thanks to the warm season, have been much greater than last year. Stocks in storage are still large, though they are being regularly drawn upon; the market is fairly steady, with

only a moderate consumptive demand.

## Cheese.

The consumptive demand for cheese continues very light, no doubt due to the high prices. Stocks are not reducing as fast as usual, and the market is only steady. If there is any change soon it is more likely to be a decline than an advance. Under grades of cheese are plenty at a decline of 1 cent below where they were a short time ago.

## Provisions.

The demand for all cuts of smoked meats, bellies, bacon, regular, skinback and picnic hams, is about normal for the season. Prices are firm and may advance, owing to the high cost of hogs. Pure lard is active at an advance of  $\frac{1}{4}$  to  $\frac{1}{2}$  cent; compound is steady at about  $\frac{1}{4}$  up. Dried beef has advanced  $\frac{1}{2}$  cent and shows a good consumptive demand. Canned meats and barreled pork are moderately active and steady.

## INDIVIDUAL MARKET REPORTS.

### Imported Fish Specialties.

Holland Herring.—The trade is rather dull with prices unchanged from last week.

Scotch herring are selling in a hand-to-mouth way, but in spite of the scarcity prices are unchanged.

Norway Fat and Holland Fat Herring.—Stocks are practically exhausted and very few obtainable. Offers are now being sent over from Norway by cable of milt and roe herring, but prices are very high and buyers are therefore reluctant to place their orders.

Norway Mackerel.—Lent has given some little stimulus to the Norway mackerel market but stocks are rather important and prices very much in buyers' favor. Some few lots which are of real choice fine quality are held very firmly.

Imported Sardines.—There is no change in the imported sardine situation. In France there is no packing, of course, and stocks are very unimportant.

In Portugal there is no catch at present and quite a scarcity of Portuguese sardines, particularly the  $\frac{1}{2}$  boneless, which are in excellent demand and in scant supply. The market, which has been overcrowded with French  $\frac{1}{2}$  boneless sardines some short time ago, is now entirely cleared, and there

being no other boneless sardines in the market everyone has turned to the Portuguese, some of which are almost as good as the French. Unfortunately, there are hardly any to be had just now.

In Norway the catch continues a failure. They have no fish and the season is practically closed. The manufacturers who have formed a combination and established a higher selling price for sardines and canned preserves, seem to stick firmly to their agreement, and in consequence prices for smoked sardines and other Norwegian preserves are higher and bound to go still higher.

STROHMEYER & ARPE CO.  
New York, N. Y.

## Sugar.

About noon on Thursday some refiners announced that they would accept business for prompt shipment, assortment with order, basis fine granulated 4.25. This was promptly met by all refiners except Franklin and American, who say they will not make any change, quoting basis fine granulated 4.35, but still accepting orders basis 4.30.

The reduction to basis 4.25 rather demoralized the situation, but sugars look reasonably safe and low enough, and any decided increase in the demand will probably cause refiners to withdraw the 4.25 price without notice.

Raw Sugars.—The market has ruled steady with sales reported to-day equal centrifugals 96 degree at 3.48 duty paid. Sales yesterday and to-day aggregated about 200,000 bags.

Advices state that the production in the entire island of Cuba to the end of January totals 408,000 tons.

London Cable (Beet Sugars).—Quiet, prices barely maintained. February 9s  $6\frac{3}{4}$ d, March 9s  $8\frac{1}{4}$ d, May 9s  $10\frac{1}{2}$ d.

J. H. HUSTON & Co.  
Philadelphia, Pa.

## Spices.

The market is steady with very few changes during the week. Trade demand is exceptionally good and prices are very firm for spot goods. We can report no further news relative to the possibility of a duty on spices, though in some quarters it is regarded as a certainty that a duty will be placed on same.

Pepper continues very steady but unchanged in price. Demand is exceedingly good and spot supplies are unquestionably small.

Red peppers unchanged and in fair demand.

Cloves quite steady but without any marked change.



Pimento (Allspice).—Demand continues very satisfactory. Prices remain firm.

Mace very scarce, especially the better grades. Prices steady but without change.

Gingers steady and in fair demand. Present prices we consider safe.

Paprikas.—Hungarian steady and in better demand. Spanish selling well at unchanged prices.

Seeds, Herbs, Etc.—The special feature during this week is the sharp advance in canary as well as in celery. There have been no shipments of canary from Turkey since last fall, and there have also been no offers from South America. Celery continues very firm and is likely to go higher. Coriander and cummin slightly firmer.

McCORMICK & Co., Inc.  
Baltimore, Md.

#### Standard Canned Goods.

##### No. 1

Spot tomatoes are finding more friends these days judging by the continued quiet and steady buying of them in small lots for prompt shipment, widely scattered, and it is that character of buying that makes a broader market later on. Few orders were for larger quantities than single car lots last week, but the fact that they were wanted at all was the redeeming feature, from the canners point of view. Of course the open weather helps the sales somewhat, for there is no danger of tomatoes freezing on the road while the temperature continues around the average record of the present month. The annual convention of the canners, brokers and allied industries, to be held at Louisville during the week of February 10th, is expected to develop some interesting information concerning the tomato market, and also the outlook for the next six months. At the recent monthly meeting of the Tri-State Canners' Association at Wilmington, Del., the stocks unsold in the hands of the members were reported to be about 10 per cent. of their output in 1912, which is in line with previous estimates of their holdings.

The trading in future tomatoes is gradually increasing, the sales last week exceeding those of the week previous in point of numbers, though not in size, the orders running, as a rule, for one to three car lots, and they came from nearly all sections. The canners do not appear to be at all anxious for orders at the going prices, feeling somewhat apprehensive of further advances in the cost of some of the items of raw materials and the knowledge that the present higher prices asked for cans, cases, etc., are sure to be maintained throughout the season. From the facts developed up to this date the purchase of well-known reliable brands of future tomatoes look to be safe for the jobber at to-day's quotations.

Outside of the usual daily orders for small lots of vegetables, there were no developments of more than ordinary interest in any lines of these goods. There is a slightly firmer undertone to the market for sweet potatoes, and some reaction is overdue from the low prices for that article. String beans, baked beans, lima beans, kraut and soaked peas seem to be wanted more than any other vegetable, but they were all far from being active. Corn and peas were at a standstill during last week.

Pineapples were fairly active again last week in small lots, and so were pears and apples. The steady buying of pineapples all winter has certainly reduced to very small proportions the stocks held here, all grades and sizes, and by next spring they will be cleaned up. Next to nothing doing these days in berries and cherries, and the stocks held here, excepting blackberries, are so small that there is no object to cut prices to move them.

Cove oysters are stronger, and a little bit more active for some brands, because the cost of the raw stock continues to be too high for canning purposes. All the extra selected stock is sold out.

THOS. J. MEEHAN & Co.  
Baltimore, Md.

##### No. 2

There is hardly any interest shown in spot tomatoes at the present time and there is nothing that would arouse buyers' interest at the present time. The majority are under the impression that there are quite a few tomatoes in first hands, but from a careful estimate, it is figured that not more than 10 per cent. of the pack remains in first hands. That means when the usual spring demand comes and there is more of a buying interest that it will be hard to pick up desirable quality and that possibly those that are fortunate enough to possess goods that will grade right up to the mark will get a better price for them later on than what they would now, and we feel that those who need to replenish their stocks would do well to do so now. It is a pretty good time to buy when there is little interest shown and when goods can be bought on such a reasonable basis as what they can be bought for now. We have only gone through four months and we have eight ahead of us and if the buyers will just stop and think of this, knowing what it costs to pack goods this year and that good quality is scarce, it might be a pretty good plan to pick up desirable lots of tomatoes that can be had at a low price now.

In traveling around some of the largest cities we have seen in practically every retail store placards calling the attention to corn at 5 cents per can. This has helped to consume large quantities of this ar-

ticle. Every day has brought inquiries for low-priced corn and in most cases we have been able to satisfy the buyers' wants, but the demand has been heavy and now it is not so easy to pick up corn at 45 to 50 cents a dozen, whereas a few weeks ago it was not a difficult matter. We have right before us at the present time inquiries for this class of corn and we are at a loss to know just where to fill them. This all spells something to us—that after this cheap corn is gotten out of the way that the better grades will come into their own. Good corn can be bought at low prices at the present time. We have had three years where corn has been kind of kicked around and this surely cannot continue. One extreme generally follows another. Already efforts are being made to cut down the acreage and curtail

the pack. We would not be a bit surprised to see corn do better in the near future. There is a long season ahead of us before the new pack comes in. Under our special offerings you will find some very desirable trades.

WILLIAM SILVER & Co., Inc.  
Aberdeen, Md.

#### MARKET NOTES.

Florida vegetables are in somewhat better demand than they have been, owing to the better weather. Florida tomatoes command \$3.50 if they are good, lettuce \$2.25, egg plants \$2.50, new Bermuda potatoes \$5.25 to \$6.25 per barrel, beans \$3.50 and Michigan rhubarb 65 cents.



We would be pleased to have for publication in this column the ideas of our readers upon trade topics. It being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

#### Federal Sugar Refining Co. Replies.

New York, Feb. 5, 1913.

To the Editor.

Dear Sir:—I observe that your Washington correspondent, Mr. Holt, takes considerable space in your issue of February 3d to the discussion of a resolution filed by Congressman Broussard to investigate me and a committee of wholesale grocers that I have represented as secretary for the past four years. Such an investigation would be welcomed by us. Had your Mr. Holt made some inquiries he would have found that our position was already a matter of public record, so that this attempt of Congressman Broussard is simply an effort to throw a little mud at a committee whose efforts if successful will materially reduce the price of sugar in the United States, at the same time preventing the domestic interests from making excessive profits at the expense of the American consumer, so that they may pay dividends on watered stock.

However the question is not who I am or what I represent. It is how should the tariff be revised in the interest of all our people. The price of sugar to the consumer as a result of the tariff is now advanced 15½ cents to 2 cents per pound and costs the American people not less than \$125,000,000 annually.

Mr. Broussard's statement that under free sugar the price will be

advanced to the consumer 8 or 10 cents per pound is utterly without foundation in fact. If it were true it is of course clear that the domestic sugar industry would be more profitable than now when sugar is selling on the average of about 5 cents per pound. Mr. Broussard should refer to 1890 when sugar was placed on the free list and he will find that the price of sugar was reduced 13¼ cents per pound in one week. To require our refiners to compete under free sugar with the products of the world will absolutely insure the consumer in the United States getting their sugar at all times at world's values.

Let me refer you to the testimony of Mr. Willett, of Messrs. Willett & Gray, sugar statistician given before the Hardwick committee. He says:—

"I would like to have the committee satisfied that any reduction of the duty goes to the consumer and any addition of the duty is paid by the consumer, in any year under any duty which differs from any other duties. Making any necessary allowance for market fluctuations affected by supply and demand."

Anyone in the sugar business knows this is correct. The interest of the consumer, wholesale and retail grocer, canner and preserver in this matter are identical with those of the Federal Sugar Refining Co., which as you know is an independent company. A material



duction in the tariff on free sugar means that the consumer will be able to handle more sugar at a reduced expense, and these dealers at I have mentioned will do the same.

Consider what an advantage it could be to the readers of your paper if they could purchase sugar at the average at from \$10 to \$12 barrel instead of the prices they have been paying. That is what free sugar or a reduction to the rate which we propose would mean. That is what the committee of wholesale grocers have been working for and I ask your readers if it is not worth while. If any of them want further information in regard to this feature I would be glad to have them write to me at 39 Front street, New York.

To give you more information in regard to the committee of wholesale grocers I refer you to the speech made by the Hon. Thos. W. Hardwick, of Georgia, who was chairman of the Special Committee of the House of Representatives, appointed for the purpose of investigating the sugar industry of the United States. No one was better qualified to speak than he. Mr. Hardwick says in part: "I wish to insert in the record, as a matter of simple justice to him, a letter from a gentleman who has been previously assailed in this debate by opponents of this bill, and who has been severely criticized all over the country by the beneficiaries of the sugar tax. It seems to me that these gentlemen think that it is perfectly proper for any gentleman to favor a retention of duties in which he is interested and conduct as active and as aggressive a propaganda to save his protection as he may desire, but that it is hardly short of a crime for anybody who speaks for the millions of American consumers and urges a reduction of tariff burdens to conduct a propaganda in support of that view. The gentleman to whom I refer has, in my judgment, done a great work for the people of the country by his aggressive and forceful advocacy of the removal of the duty on sugar and while he has necessarily earned the ill will of the protected interest, because of his aggressive fight, he is undoubtedly entitled to the gratitude and the good will of every American consumer who has a grocery bill to pay. I refer to Mr. Frank C. Lowry, of New York, sales agent for the Federal Sugar Refining Co., and secretary of the committee of wholesale grocers, and I invite the attention of the committee to the letter from him, which follows":— Extracts from that letter are:—

"Those opposed to any reduction in the tariff on sugar have endeavored to besmirch the standing of the committee of wholesale grocers, of which I served as secretary because I am also in charge of the sales department of the Federal Sugar Refining Co., an independent

refinery. There has at no time been any mystery as to who I was or where I stood on this important matter. Certainly I was very glad to have the opportunity to state it clearly to your committee when I appeared before them last July. The wholesale grocers' committee was formed in 1909 for the purpose, as stated on our letterheads, of "obtaining cheaper sugar for the consumers through reduction of duties on raw and refined sugars." I believe in the principle advocated, was instrumental in forming this committee, and have served as its secretary, without any remuneration, direct or indirect, because the other members desired it. My name, and that of the other members of the committee, has appeared on all our stationery. We have been particularly careful about this, so that all might know exactly who was behind the movement. Had there been any desire on my part, or that of the other members of the committee, to conceal the fact that I was interested in this work, this would not have been done.

With the exception of myself, all our members are actively engaged in the wholesale grocery business. They are Carl Schuster, Koenig & Schuster, New York City; W. H. Baker, Baker & Co., Winchester, Va.; B. F. Parsons, Patson & Scoville, Pittsburgh, Pa.; R. E. Collins, Collins & Co., Birmingham, Ala.; A. S. Hammond, Monypenny, Hammond Co., Columbus, Ohio; Thalheimer, Syracuse, N. Y.; Henry Baden, Henry Baden & Co., Independence, Kan.; F. J. Dessoir, R. C. Williams & Co., New York City; H. T. Gates, E. W. Gates & Co., Richmond, Va.; W. E. Small, the A. B. Small Co., Macon, Ga.; E. L. Woodward, W. L. Woodward & Co., Norfolk, Va.; A. Blanton Grocery Co., Marion, N. C.; Jacob Zinsmeister, J. Zinsmeister & Bro., Louisville, Ky.; A. Brinkley, A. Brinkley & Co., Norfolk, Va.; R. E. Bentley, Bentley, Shriver & Co., Baltimore, Md.; John E. Talmadge, Jr., Talmadge Bros. & Co., Athens, Ga.; Isaac Horner, Henry Horner & Co., Chicago, Ill.; Edward Cumpson, T. & N. Cumpson, Buffalo, N. Y.; E. P. McKinney, McKinney & Co., Binghamton, N. Y.; H. Y. McCord, McCord-Stuart Co., Atlanta, Ga.; A. S. Webster, Webster Grocery Co., Danville, Ill.

These gentlemen are from 14 different States, and the firms represented have a total rating of nearly \$8,000,000.

Trusting you will print my reply for the benefit of your readers, I am,

Yours very truly,

FRANK C. LOWRY.

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As to the Brenard Piano Scheme.

—, N. Y., Feb. 4, 1913.

To the Editor.

Dear Sir:—A representative of the Brenard Mfg. Co., Iowa City, called upon us this afternoon with

an advertising scheme embodying a piano contest. We did not buy and are now looking the matter up so that we may knowingly decide.

You must be in a position to give us information of value on this, for which we will be most thankful. I hope that you will not be too busy to give it quick attention.

Very truly yours, M.

P. S.—I believe it is known as the Upton Piano Contest—Klaxon piano.

This journal has devoted considerable space in past issues to the scheme of the Brenard Mfg. Co., and the tone of all those articles has been unfavorable to the scheme and to the company.

A similar scheme was recently declared to be a lottery by a Pennsylvania court.

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Who Knows About "Food and Drink?"

Baltimore, Md., Feb. 4, 1913.

To the Editor.

Dear Sir:—I am a subscriber to your "Grocery World and General Merchant" and would like to ask a favor of you.

Please find out if the "Food and Drink Pub. Co." is still in existence. I used to take 200 copies from them per month at the rate of 1½ cents each. Would like to subscribe again for them. They were shipped to me from New York, but their address I think was S. E. Cassano, Salem, Mass. Or if you know of some such concern that sell likes of copy would like to hear from them. Respectfully,

J. POHLMAN,  
1817 E. Fayette street.

This correspondent sends a copy of "Food and Drink" which was a neatly printed little store paper evidently prepared by some publisher for use by any grocer. It contained some national advertising, two pages of advertising intended to be used by the retailer and some reading matter. The "Grocery World and General Merchant" has

never heard of the "Food and Drink Publishing Co.," and does not know whether they still exist or not. The chance is that they do not, as they would not have allowed their business with Mr. Pohlman to simply lapse. Perhaps some subscriber can throw some light on the subject.

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What the Middleman Gets.

Agricultural College, N. D.,  
January 31, 1913.

To the Editor.

Dear Sir:—It costs more to distribute our food products than it does to produce the same. Why should this be? Why, for example, should the producer receive 31 per cent. and the distributor 69 per cent. of the cost paid by the consumer for eggs? Why should the farmer receive but 36.6 cents on every dollar, and the distributor 63.4 cents on every dollar for turkeys?

The following table shows the per cent. to the total cost paid by the consumer that goes to the handlers of food products, the balance going to the farmers or producers:

	Per Cent.
Poultry .....	55.1
Eggs by the dozen .....	69.0
Celery by the bunch .....	60.0
Strawberries by the quart .....	48.9
Oranges by the dozen .....	20.3
Melons by the pound .....	50.0
Potatoes by the bushel .....	59.3
Watermelons, singly .....	33.5
Turkeys .....	63.4
Cabbages by the head .....	48.1
Apples by the bushel .....	55.6
Apples by the barrel .....	66.0
Onions by the peck .....	27.8
Green peas by the quart .....	60.0
Parsnips by the bunch .....	60.0
Turnips by the bunch .....	60.0

Last year, it is said, that the farmers sold agricultural products for about \$6,000,000; the consumer paid for the same products about \$13,000,000. In other words, getting the food to the consumer costs more than producing the food. How can the cost of distribution be reduced? Respectfully,

E. F. LADD,  
Food Commissioner North Dakota.



## Two Reasons for the Guarantee

☐ Wheatena is double-packed, and that is one reason why we can safely guarantee its quality and condition, in the hands of jobber, retailer and consumer.

☐ Another reason is that, judging from past experience, it won't stay on the shelves long enough to go bad. Wheatena is the most remarkable repeater in the cereal line.

☐ The tender hearts of selected wheat.

**THE WHEATENA CO., Rahway, N. J.**

Member of the American Specialty Manufacturers' Association





### CXCIII.—Remedies and Advantages of a Creditor When a Debt Is Fraudulently Contracted.

This letter, coming from a California reader of these articles, touches a point interesting to every manufacturer, wholesale and retail dealer in merchandise, provided he sells on credit:—

San Francisco, Cal., Jan. 30, 1913.  
E. J. Buckley, Esq.

Dear Sir:—We understand that we, as sellers, are in some way in a better position to collect a debt when that debt has been incurred fraudulently than when it was not incurred fraudulently. Our own attorney has endeavored to explain how and why, but he has made it only partially clear, and we believe you might be able to explain it so it would be clearer to us, and we could be in a better position to protect ourselves in such matters, if the need arises. Perhaps you will feel that the subject is sufficiently important to treat it in one of your articles.

Respectfully,  
HAGEN & MOORE.

The creditor who can prove fraud against his debtor is in a much better position to collect his debt, or compel its payment, for the simple reason that a debtor is always more afraid of criminal proceedings than he is of civil proceedings. Thousands of men are paying money to creditors every day, not a cent of which could be collected by a civil suit, because they realize that if they don't pay, they can be sent to jail.

Where a debt has been incurred by fraud, the creditor has two special remedies which the ordinary civil creditor has not. First, he can usually attach the debtor's property, and second, he can arrest him. The latter is not exactly a remedy for the collection of debt, because the law does not always allow a criminal action to be made a collection agency. Nevertheless the moral effect almost always proves very efficacious.

When is a debt contracted fraudulently? Here is a clear answer to the question from a South Dakota case, which would without doubt be the law everywhere:—

There must be an intent to cheat and defraud some person. For that

purpose some false pretence must be designedly used, and the fraud must be accomplished by means of the false pretence; or if not wholly by that means, it must have had so material an effect upon the mind of the party defrauded that without it he would not have parted with the money or property alleged to have been fraudulently obtained.

I can make this even clearer by some examples. A man comes into your store or office to buy goods. Secretly he intends to cheat you and if you can prove that, you will have a hold upon him that will probably get you your money. Naturally it is exceedingly hard to prove it, so the law allows his intent to be inferred from his conduct. Here are some examples of what would, and what would not, be considered fraud in such a case:

The mere knowledge by the debtor that he is insolvent when he comes in to buy is no conclusive evidence of fraud.

But if you ask him what his assets and liabilities are, and he inflates the assets and understates the liabilities, even though he may have at the same time an honest intent to pay the bill, the law holds that he has shown an intent to defraud, and you can then go after him on that basis. The law is very clear that if his representations were false, his position is not helped by the fact that he may have intended to pay.

The false representations need not have been made to you at all. If made to a mercantile agency, for the purpose of improving his financial standing and obtaining credit—of course this is the only reason he could have had for making them—and forwarded by the agency to you, the fraud is completely made out.

False statements of this kind must have been wilfully made, must have been material, and the creditor must have relied on them in the granting of the credit, or the making of the loan. Where a man who

has a large stock of goods which he has not inventoried for some time, estimates it to be worth \$10,000 as part of a financial statement, and as a matter of fact when stock is taken, it proves to be worth only \$7,500, and this \$2,500 difference makes the difference between his solvency and insolvency, the debtor was not guilty of any false representation; he merely guessed, and though his guess was wrong, it was not wilfully wrong.

An intent not to pay a debt when it is contracted, because it is impossible to prove directly, can always be inferred by surrounding circumstances—the debtor's conduct at the time, his action in the case, his financial condition and his method of dealing.

A debtor will very seldom be charged with the fraudulent misstatements of an agent or employee, unless he knew of them. I remember several cases in which this principle was the controlling one. In one an agent, in another, an employee (department buyer) and in a third the debtor's minor son, without his knowledge, misrepresented his financial condition most fraudulently in order to obtain credit. The creditors who lost by it tried to pursue the debtor, but the court held that as there was no evidence that he knew about it, he could not be held guilty.

I always believe it to be good policy, where the question of credit arises, to compel the customer who is asking for it, to go into the fullest detail as to his assets and liabilities, then reduce it to writing—in his presence if possible—and have him sign it. Such black and white evidence is often enormously useful.

(Copyright, February, 1913, by  
Elton J. Buckley.)

Question: "W," Columbia, Pa.—  
Please publish your opinion on the

following question: I board my horse at a livery and boarding stable at the regular rates. Some time in the night the horse gets out of his accustomed stall and goes into one which has been condemned by the proprietor of the stable, and he breaks through the floor and is injured in such a manner that he cannot be used any more or perhaps dies from the results of same.

Can I collect damages from anyone, the stable being leased by the owners to another man who conducts same?

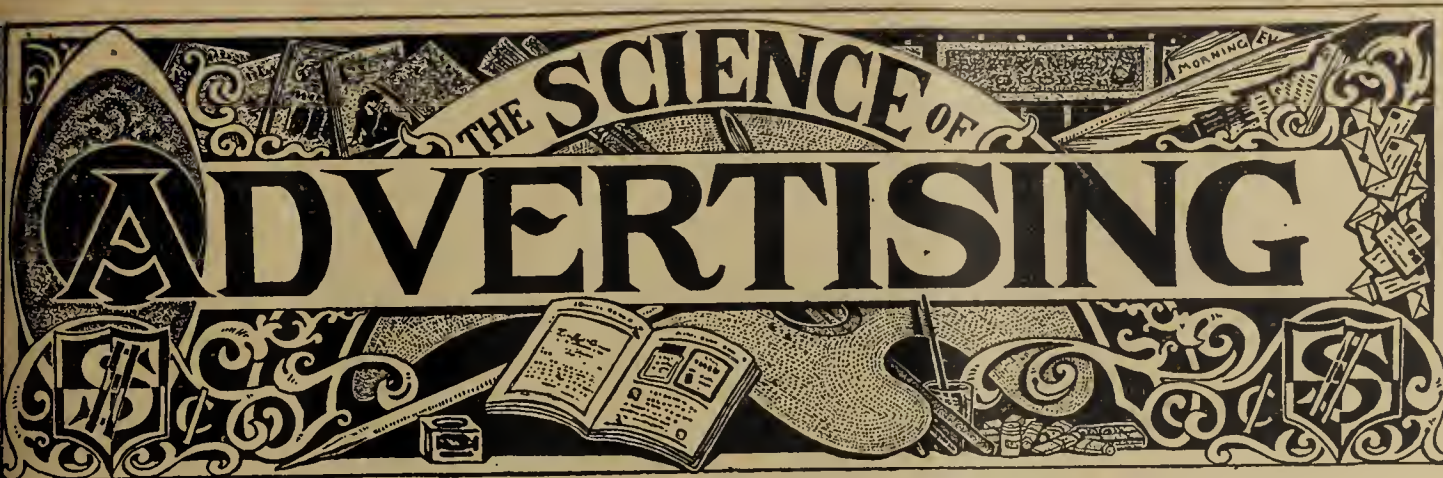
Answer.—The money that you pay for the board of your horse not only includes food and lodging but reasonable safe-keeping. The stableman is under a duty to see that your horse does not leave his stall at night, and if he violates that duty and the animal is injured, especially by falling through a condemned floor which should have been repaired, he is liable to you for all damages.

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

### Coffee Trust Bill Passes United States Senate and Will Become a Law.

The United States Senate on Tuesday last, without a roll call and practically without debate passed the Norris bill, which is expected to enable the Department of Justice to seize at once Brazilian coffee which is brought to this country, provided any further effort is made to corner or control the supply. The bill does not mention coffee valorization, and is in general terms an amendment of two of the sections of the Wilson tariff act that remain in force. It simply extends the Federal Government's right to seizure to trust controlled articles imported into the country in the same way that the power now exists in regard to domestic articles. The bill has already passed the House.





Brooklyn, N. Y., Jan. 3, 1913.

Editor "Science of Advertising."

Dear Sir:—Please improve on circular.

Respectfully,

J. GREENFIELD,  
314 Covert Avenue.

The circular sent with this measured 10 x 13 inches, and was printed in black on paper of not a very good grade. The reduced reproduction is as follows:—

whatever has been used in the combination of different styles of type—evidently the workman who set this up has jumbled in the type that was nearest to his hand, without regard to whether it was best for the purpose. These points are not farfetched or aesthetic—they have a direct and positive bearing on the results of advertising.

they have no force at all—my judgment is that it isn't necessary or profitable to cut so many things at once. I would offer half as many drives and push them harder—say more about them. You wouldn't have the profit cut out of so many things, and you would have room to make a stronger argument for the bargains that you did offer.

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I should never use a head in which the name was larger than the main point—"special sale." As a matter of fact, a much stronger head would have been "100 Stamps Free With This Combination."

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Lancaster, Pa., Jan. 29, 1913.

Editor "Science of Advertising."

Dear Sir:—The "Grocery World and General Merchant" is a very good weekly paper for a beginner in business. It has helped me a lot and will help other beginners.

It is a long time since I had any circulars printed and put them at the doors of my district. I am on the outskirts of town and I have tried circular advertising and found out it did not do much good and I stopped it altogether, but in the near future I may start it again and see what the results are.

Yours truly,

J. A. BECK.

902 N. Queen Street.

I am sure that if I were Mr. Beck I would feel more as if I were living up to my possibilities if I did some kind of advertising. It is hard for a dealer living on the outskirts of a city to get much out of newspaper advertising, unless there is a suburban paper that circulates pretty generally through his territory, but if he can't use newspapers he can certainly use something else—some form of circulars or a little store paper. Some advertising expert said once that for every merchant in business, no matter what his line was or what his circumstances, there was some form of advertising that, properly done, would help him.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising

of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

#### Pennsylvania Legislative Notes.

A Summary of Introduction and Progress of Proposed Laws Which Affect Retail Grocer and General Merchant.

Special Correspondence of "Grocery World and General Merchant."

Harrisburg, Pa., Feb. 7, 1913.

Everything points to some legislation at this session regulating the manner of selling food products that have been in cold storage. Already a handful of bills to that end have been introduced in the House and Senate, and two of them have already been reported by the House Committee with a favorable recommendation. The latter, however, were recommitted to the Committee on Health and Sanitation so that those opposed to them could be given a hearing. Of the cold storage bills now pending, the Gans bill fixes a definite time in which food may be held in storage, the period being specified for each commodity in ordinary use. It also permits county commissioners to name inspectors. The Wiltbank and Dunn bills are duplicates and what is objected to in them is a provision that the Secretary of Agriculture may extend the time in which goods may be held. Some members will attack the inspection feature, some being for State inspection and others for the county system. The Senate bill simply requires everything put in cold storage to be so marked, so that the consumer may know what he is buying. This bill was drafted by Food Commissioner James Foust. In addition to the above proposed legislation, Senator Kline, of Pittsburgh, has introduced a joint resolution calling for the appointment of a commission from Senate and House to investigate the cold storage plants of the State, as well as the effect of cold storage on food. If this resolution passes it would prevent the passage of any of the pending bills, as the commission could not report until at the next session, two years hence.

There will be no repeal of the mercantile tax law at this session if

## SPECIAL SALE

FOR THIS FRIDAY AND SATURDAY

# J. GREENFIELD'S

314 COVERT AVE., Cor. Linden St.

### 100 STAMPS FREE

with this Combination Sale

3 lb best Mixed or Black Tea	25c
1 lb black Pepper or any other Spices	10c
1 package Lees No Rub	10c
1 " Duryeas Clino Starch	10c
1 " " Corn "	10c
1 can White Rose Cocoa large size	19c
1 2-in-1 Shoe Polish	10c
1 can Vegetables	10c
All for \$1.04	

SPECIAL IN DRIED GOODS	
3 lbs very best Rice	25c
3 lbs best Carolina Rice	19c
1 lb best German Lentils	6c
1 lb fine Barley 7c	1 lb Medium Barley 6c
1 lb Coarse Barley	8c
1 lb green split Peas	8c
1 lb yellow split Peas	7c
1 lb whole green Peas	7c
1 lb best California Lima Beans	8c
1 lb Marrow Beans	7c
1 lb Pea Beans	6c
Fine California Prunes 1b	7c

SPECIAL IN CANNED GOODS	
3 cans Lion or Star Milk	29c
3 cans Evaporated Milk	25c
3 " Corn extra fine quality	23c
3 " Malne Corn	25c
3 " White Rose Corn small	25c
3 " Campbells Beans or Soups	25c
3 " Karo Corn Syrup	25c
3 " Portio Lima Beans	25c
2 " Savoy Peas small	19c
2 " White Rose Corn	23c
3 " small Tomatoes	20c
3 " best Imported Oil Sardines	25c
6 " Domestic Oil Sardines	25c
3 " Pink Salmon	28c
3 " Strained Tomatoes	14c
3 packages D. & C. Flour	25c
3 " Heckers Self Raising or Buckwheat	25c
3 " Mothers or Quakers Oats	25c
3 " Jello Powder	25c
3 bottles Buffalo Ammonia	25c
3 " Eddy's Sauce	25c
3 " Campbells Catsup	25c
3 " Vanilla Extract	25c

5 lbs Granulated Sugar 24c  
3 1/2 " " " 17c

GOLD MEDAL FLOUR 24 1/2 lbs 69c 7 lbs 21c 3 1/2 lbs 11c

3 1/2 POUNDS LOOSE FLOUR 10 CENTS

Butter and Eggs at the Very Lowest Market Price

ORDERS CALLED FOR AND DELIVERED PROMPTLY

J. GREENFIELD, 314 Covert Ave., cor Linden St.

SELLER, PRINTER, 1029 GATES AVENUE, NEAR MYSTLE AVENUE, BROOKLYN, N. Y.

This is a pretty badly printed circular; the printer has given it a cheap look. A good deal of his type is dirty and old. He has been too ready with his rules and ornaments; too many of those always detract from the neatness and easy readability of printing. No taste

This circular doesn't look like careful advertising to me. The cut prices, however, probably got some business, though Mr. Greenfield is the best judge as to whether it was the best kind or not. Assuming all these prices to be cut prices—and if they weren't cut then of course



the Ways and Means Committee's recommendations are affirmed. After hearing representatives of all the interests affected last Tuesday, the committee decided not to recommend an appeal. At the hearing the organizations represented, who were in favor of the repeal, were the Pennsylvania Retail Merchants' Association, represented by President O'Neill and Secretary Howes; Northwest Business Men's Association, and the Market Street Business Men's Association, both of Philadelphia; the Coal Exchange and others. All argued that the tax is unwarranted, a hardship on merchants, and that when the cost of collection is deducted, the result is not large enough to justify the disadvantages. Counsel for the Philadelphia Board of Mercantile Appraisers argued that the mercantile tax was the only way of imposing part of the cost of government upon owners of stocks of goods in stores. The attitude of the committee against the repealer will almost certainly mean no repeal at this session, as the Legislature will hardly go against the committee's recommendation, particularly when it is supported by the entire State Government.

The bill fathered by the Pennsylvania Dairy and Food Department to establish standards for condensed milk and other milk products has been favorably reported from committee. Also the bill to treat rotten eggs with kerosene for selling for any purpose.

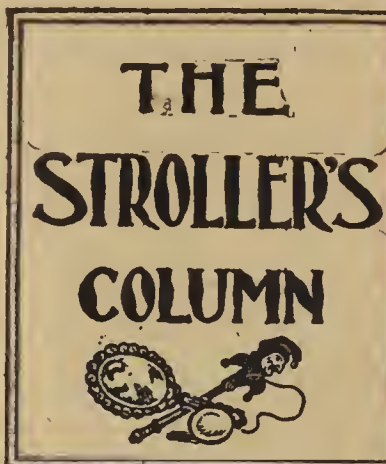
A bill is now pending against dishonest advertising.

On Thursday the first trading stamp bill of the session was introduced by Representative Bergey, of Montgomery County. It requires all trading stamps to bear the cash surrender value.

A bill was introduced on Friday by Mr. Frey, of York County, which will strike a blow at installment houses. At present these concerns merely "lease" the goods they sell, and if even a dollar remains unpaid they can take them back. The Frey bill would compel the installment house to give credit for the amount paid.

R. C.

Florida tangerines are ranging from \$3 to \$4 per strap, demand moderate.



### One Day to Tell Everybody What We Think.

Gee whiz, but wouldn't it be great if all us business people could say just what we thought for one day without losing anything by it?

Holy smoke, but I'd come back from the dead to get a chance like that!

Nobody says just what he thinks now, to his customers, I mean—he's afraid of losing business by it and he's sure got to be. He *would* lose business by it.

If my scheme went through there would have to be a law that no customer could take his trade away because of what he got said to him.

Getting that law through can be my part of it. That'll be one of the little things I'll tend to when I go to Congress.

I'm going to Congress before I'm dead if I have to take a job to clean the spittoons there.

I'm talking serious about this thing. I think it would be the greatest thing that ever happened—Radway's Ready Relief wouldn't be in it with the way one day of that would ease up all of our feelings.

When that boarding house madam comes in your store to buy stuff. She keeps a sloppy house and she keeps a sloppy body. Her hands ain't clean and her hair's been slept in. What do you do now when she puts her paws all over stuff you expect to sell to other people to eat? Nothing—if you kicked she'd get sore. Just suppose you could say:

"Take your filthy paws off that cheese, you old rip! Think anybody wants to eat stuff after you've glommed all over it?"

With a law that no matter what you said to her, she couldn't take her trade away! Oh gee, oh joy!

You see she wouldn't care, for she could vamoose right back and take it out of the boarder who has been getting on her nerves for six months! She could call him a hog and a skunk and if he left he'd break the law and could be arrested.

You fellows have all got women that buy three eggs and a quarter pound of coffee at a time. When one of 'em gets off that old bluff about "thinking things were fresher when she bought 'em that way," you could open up for the first time in your whole lives. Why it would be like going to Heaven!

"I don't think that's your reason at all, Mrs. Smith," you could say to her, "I think it's because you're too pison mean to buy decent."

Just think of getting that off your chest!

Not long ago I was standing in a customer's store—a big place kept by a big, honest fellow. A woman was in there buying vegetables and the boss was waiting on her. I heard her say to another woman:—

"Oh, yes, I have to watch Mr. So-and-so; that's the only way I can get things fit to eat. If I didn't watch him he'd put any old stuff off on me."

She said it with a laugh, but it was nasty all the same. What did the boss do? Smiled as if she had handed him a compliment on his shape. Did he feel smiley? He did not; he was afraid of showing what he really felt, for he'd have lost her trade and been sued for assault and battery and slander.

Just suppose the old man could have got this off:—

"You don't watch me any worse than I watch you, Mrs. Jackson. If I didn't, you'd steal about one-third more than you pay for. As a matter of fact, you're the biggest hog outside of a pen!"

Oh, lulu, but what a joy to be able to get rid of that, that's been pushing to be said for five years! There ain't anything in all the world in the way of precious moments that would be in it for a second.

I'd hand a few over myself. I have a customer that I've been sell-

ing goods to for about three years. He buys a good bit of stuff, and his store is handy, and that's the reason I keep on going there. The house never made a dollar on him. There ain't ever one shipment that he don't make a claim on, and our credit man fights with him all the time over grabbing discounts that he ain't entitled to. We've caught him in crooked little deals, but nobody ever said anything. Why? Because business makes cowards of us all, I guess.

If I could go into that fellow's store some day, and feel sure that he'd have to go on buying goods of me no matter what I said, I would hand that gent something that would warm his hide till it fried.

I would call him just what I think he is—know he is, I mean—and I would call it to him in four languages.

And then I'd knock off work for the day and go sit somewheres and just smile to myself.

THE STROLLER.



### SUGGEST MAPLEINE

To your customers as a change of "Flavor." It can be used like lemon or vanilla. It makes delicious table syrup when added to white sugar and water.

Order from your jobber or Frank A. Smith & Co. 105 S. Front St., Philadelphia, Pa.

Crescent Mfg. Co. Seattle, Wash.

### The One Pure Sugar Syrup

Lyle's Golden Syrup—perfectly clear, a beautiful golden color, so neutral micro-organisms can't live in it. Absolutely free from preservatives. A product which every one keeps buying. If you want to please your trade tell them about it.

26% PROFIT

Sure sales and pleased customers.

H. Kellogg & Sons  
Philadelphia

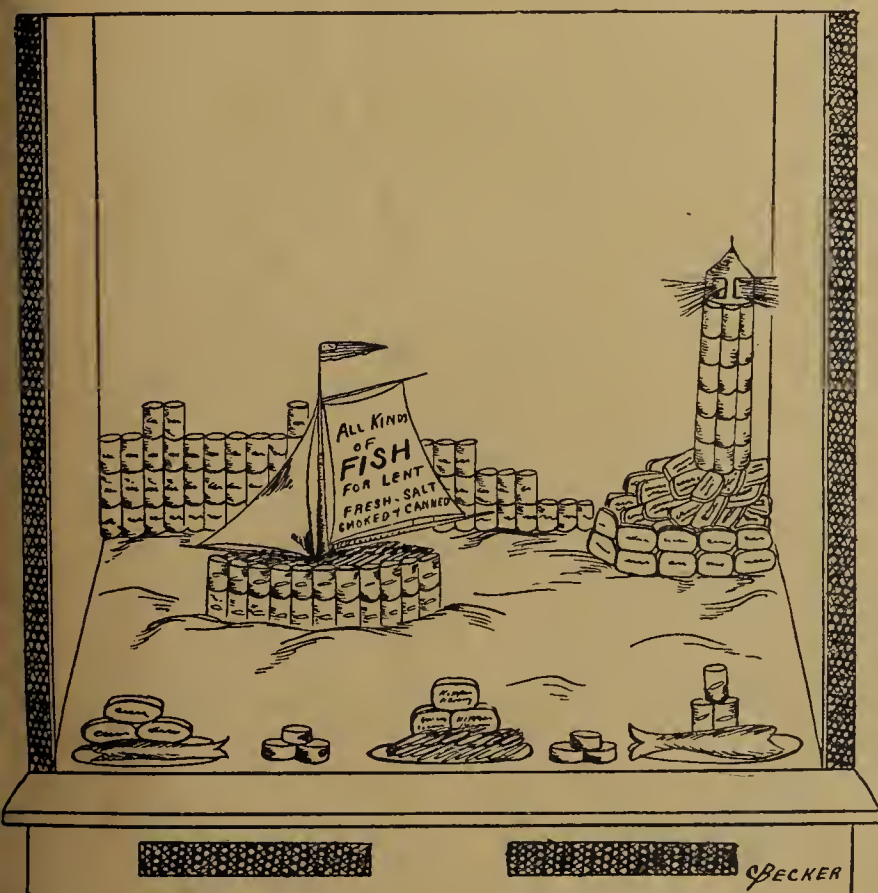




## Two Lenten Windows

### No. 1.

The fish display is arranged as follows: First cover the bottom of the window with green cheese cloth, arranging it in little tufts to represent waves. Along the front place three platters, on which display salmon, mackerel and herring. Back of the platters place small pyramids of the canned fish and between the platters place pyramids



canned lobster. In the centre, a little towards one side, build a boat of canned salmon. Place a nice, round stick in the centre for a mast—two wire nails or two will hold it firm at the bottom of the window—and run three smaller sticks from this. Make the sails of pure white wrapping paper or muslin, as you prefer, and letter as illustrated in sketch. Place an American flag on top.

In the right hand corner place a small box and lay a few bags of imported sardines. Make a lighthouse of canned salmon. Make the top out of heavy paper or pasteboard. Place an electric

light globe in it, which shows up fine at night. Across the rear place irregular rows of canned salmon or shrimps. Place dark blue crepe paper all over the rear to form a background.

### No. 2.

The display of fruit and vegetables is arranged as follows: First cover the bottom of the window with green crepe paper. In the centre, in front, place a large, neat sign card, with lettering like in cut. At each side place a nice little pyramid of lettuce and spinach. In the centre, at the rear, place a box and around this place bags to form a slant and solid enough to hold fruit. At the bottom of it place a row



of choice, large grapefruit, then fill it with choice fruits, such as grapes, apples, bananas, oranges, lemons, etc. Place a nice, large stalk of celery as illustrated. In each corner place a pyramid of vegetables, such as cabbage, sweets, turnips, carrots, etc., and place a large stalk of celery on top. Place green crepe paper all over the window at the rear for a background.

### Frozen Fruit to be Considered Adulterated.

The Food and Drug Board has reached the following decision regarding the sale of frozen fruit:—

#### FROZEN CITRUS FRUIT.

It has come to the attention of the Board of Food and Drug Inspection that, as a result of a re-

cent freeze, citrus fruit that has been badly damaged by frost is being placed on the market.

Citrus fruit is injured in flavor by freezing and soon becomes dry and unfit for food. The damage is evidenced at first by a more or less bitter flavor, followed by a marked decrease in sugar, and especially in acid content. Fruit which

has been materially damaged by freezing is inferior and decomposed within the meaning of the Food and Drugs Act.

For the guidance of those engaged in shipping citrus fruit, it is announced that, pending further investigation, the following principles will be observed in enforcing the Food and Drugs Act:—

Citrus fruit will be deemed adulterated within the meaning of the Food and Drugs Act if the contents of any package found in interstate commerce contains 15 per cent. or more of citrus fruit which, on a transverse section through the center, shows a marked drying in 20 per cent. or more of the exposed pulp.



## WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

### FOR SALE.

FOR SALE.—Or exchange for grocery business, 110 acre farm. High state of cultivation. Charles E. Allinson, Burlington, N. J. 6

FOR SALE.—Stock and fixtures of general store. All new stock recently put in. Best location in the town, with 600 population. Good shipping point for country produce. Doing good business. Best of reasons for selling. Moderate investment. Address, Box 145, Beaver Springs, Pa. 6

FOR SALE.—Troemner Electric Coffee Mill for direct current, both for pulverizing and granulating. American Slicer in A1 condition. Also Dayton Computing Scales and a rebuilt No. 18 Star Coffee Mill. All at one-half price. Guaranteed to be in good condition. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 17

FOR SALE.—Stock and fixtures of an old established grocery store. Will sell for \$1,150, if sold at once. Rent \$11 per month. 5113 Lancaster Ave., West Philadelphia, Pa. 9

FOR SALE.—Stock, fixtures and property of a butcher and provision store doing a good business. Owner wishes to move to the country. To a quick buyer will sell for the low figure of \$8,500. Cor. Fifth and Twenty-third Sts., Philadelphia, Pa. 8

FOR SALE.—Stock and fixtures of a grocery and provision store. Has a good trade in cigars and tobacco. Would be a good place for fresh meats. Large, roomy house and cellar. Will sell to a quick buyer for \$1,200. Rent, \$35 per month. N. E. cor. Sixth and Porter Sts., Philadelphia, Pa. 8

FOR SALE.—Stock and fixtures of grocery and provision store. Would make good stand for fresh meats. Will sell at a low figure, \$675, if sold at once. Seven rooms and all conveniences. Rent, \$25 per month. Cor. Washington and Alden Sts., West Philadelphia, Pa. 8

FOR SALE.—Old established store and stock, large storehouse, two-story warehouse, nine-room dwelling, large barn, eight acres good land. General merchandise stock at inventory, about \$6,000. Town of 300 inhabitants, besides large farming community surrounding. Large cigar factory source of employment to townspeople. Investigation invited from anybody looking for money-making proposition. Reason for selling, other business. John D. Landis, Tylersport, Pa. 7

FOR SALE.—Stock and fixtures of general store. All new, just recently put in. Located in the best business place of Slatington. Doing a nice business. Best of reasons for selling. Address P. O. Box 454, Slatington, Pa. 8

FOR SALE.—Stock and fixtures of established grocery and provision store. Will sell to a quick buyer for \$650. Corner Summer and Vodges Streets, between Fifty-fifth and Fifty-sixth. Vine and Race Streets, Philadelphia. The property can be bought

at a very low figure, \$4,500. The dwelling contains eight rooms, bath and all conveniences. The above figure includes an adjoining lot 18x60 feet. 17

FOR SALE.—On account of sickness will sell stock and fixtures of an old-established delicatessen store with steady trade. To sell at once will accept the low figure of \$1,950. Rent, \$40 per month. Location, Sixtieth Street, south of Market, West Philadelphia. Address "Grocery World and General Merchant," 927 Arch Street, Philadelphia, Pa. 17

FOR SALE.—Grocery, cigars and confectionery. Excellent stand for delicatessen. Ten rooms, all rented, at subway and elevated. Cause for sale, sickness. If sold now will sell for \$950. Apply B. W., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 9

FOR SALE.—Stock and fixtures of an old corner grocery and provision store. Would do well with fresh meats and delicatessen. Will sell to a quick buyer for \$525. Rent, \$35 per month; 8 rooms. 1801 N. Twenty-seventh St., Philadelphia, Pa. 9

### AGENTS WANTED.

WANTED.—Salesmen. Easy money made at spare moments selling fruits, nuts and vegetables on commission basis for the "best house in Philadelphia," and not interfere with your regular position. Write quick for full particulars. Representative wanted in every town in Pennsylvania. Address, Edgar J. Thomas, 250 S. Front St., Philadelphia, Pa. 17

### WANTED.

WANTED.—Wholesale grocery account or grocery specialties, coffees, teas, etc. Established trade in Eastern Pennsylvania. Address X, "Grocery World and General Merchant," 927 Arch Street, Philadelphia, Pa. 11

## PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.

### MANY GROCERS

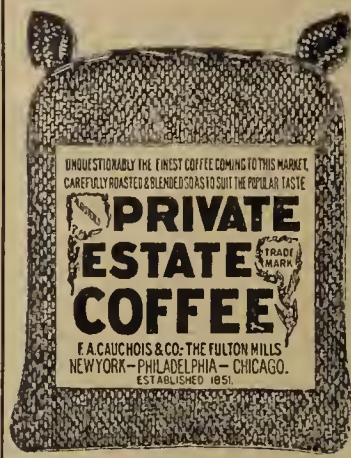
Find it pays them to read the "good stuff" in

The Advertising World  
Columbus, Ohio

Sample free, or four months' trial for 10 cents

## Reasons Why "Private Estate" Coffee is Different from Other Coffee and Will Sell Better

### No. 1



It's packed differently. Instead of tame bag or carton, it is packed in clever burlap bags holding one pound. If the customer prefers it, it is also packed in one and three-pound tins.

The burlap bags give PRIVATE ESTATE Coffee an indescribable class. A window full of them is sure to attract attention; they look different—imported, oriental. Such merchandise always sells. Naturally, the burlap bag won't sell it more than once, but the contents of the bag will.

Sells to you at 28 cents a pound. You get what you like for it.

## Private Estate Coffee Company

Successors to F. A. CAUCHOIS & CO.

21-23-25 FULTON STREET

FULTON MILLS

New York

## WHY WORRY



over bookkeeping? Sell them a Ten Dollar or any other size of FORBES

### Indexed Coupon Books

and have only one entry where you have dozens now.

We have sold millions of them. Why worry about forgotten charges, disputes, over-running accounts, losses, etc., when our books will cure these evils? Simplest and best system devised. For cash or credit. All sizes. F. O. B. your express office or by mail when necessary. Why worry?

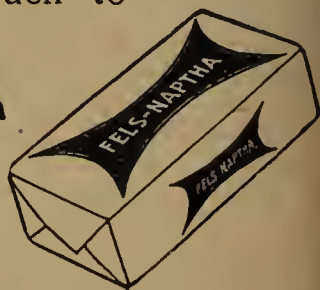
Ask us for free samples.

J. P. FORBES, Forbes Building, Coshocton, Ohio

## UNSOLICITED

praise and testimony for the Fels-Naptha-way of washing have done much to increase its popularity.

The retail grocers have been generous with recommendation of Fels-Naptha soap. They know its merit. Daily contact with consumer, and the experience with their family proved Fels-Naptha to them.





Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

## General Merchant

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. LV. PHILADELPHIA AND NEW YORK, February 17, 1913.

No. 7.



### Grocery World AND General Merchant

PUBLISHED WEEKLY BY THE  
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AT  
927 Arch Street, Philadelphia.  
TELEPHONES:  
Filbert 3286. Keystone, Race 746.  
Filbert 3287. Private Exchange.

All Checks and Drafts payable to the Gro-  
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An independent journal published ex-  
clusively in the interests of retail grocers  
and general merchants.

ELTON J. BUCKLEY,  
Editor.  
DAVID EZEKIEL,  
Advertising Manager.

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## Government Says Southern Wholesale Grocers Have Not Obeyed Anti-Trust Decree

**Begins Prosecution for Contempt Against Association and Fifty-four Individual Jobbers. Charge is Continuing to Harass Manufacturers Who Sell Retailers and Cutters, After Being Ordered by the Court Oct. 17th, 1911, to Cease. Clabaugh Asks Trade Everywhere for Evidence.**

Special Correspondence of "Grocery World and General Merchant."

Birmingham, Ala.,

February 10, 1913.

Suddenly and much to their surprise, the Southern Wholesale Grocers' Association and fifty-four individual jobbers who are members of it, including several of the largest wholesale grocers in the South, have been taken into the United States Court here during the past week for alleged contempt of court. The charge is that the defendants have not obeyed the order of the court of October 17, 1911, to cease interfering with manufacturers and retailers who wanted to do business direct and not through jobbers.

In its bill of complaint, the Government declares that the defendants have employed coercion, threats, intimidation and persuasion to prevent manufacturers, wholesalers and retailers from reducing prices. It is charged they have sought to coerce and compel manufacturer and producer to market his product through the medium of the wholesaler and have conspired to prevent direct transactions from producer to retailer or consumer.

These are things forbidden by the decree and the court here, which entered it October 17, 1911, is asked by Attorney-General Wickersham to make an order requiring the defendants to show cause why they should not be attached and punished for contempt of court. If convicted the defendants will undoubtedly go to prison. It has been given out here that the Government has been quietly working for several months, and that its agents have obtained a great mass of evidence showing that the jobbers have still boycotted manufacturers who sold retailers direct, and that they have also taken steps to punish other jobbers who refused to maintain prices.

The Government charges that the defendants have published two editions—in December, 1911, and August, 1912—of what is known as the "green book" containing a list of persons doing an exclusive wholesale business. The purpose and effect of this book, it is charged, is to delay and prevent retail dealers and consumers from buying directly from manufacturer and producer.

The petition cites three letters, said to have been written by President McLaurin, of the association, to show the alleged purpose of the defendants to prevent manufacturers, wholesalers and retailers from reducing prices on certain commodities. Nine other letters written by Mr. McLaurin are incorporated in the petition with the purpose of showing that commerce between producer and retailer or consumer is being restrained in violation of the decree. Each of these letters is declared to be a specific act of contempt.

R. O. EASTMAN.

The first jobber that the Southern Association forced out of business was Hinton G. Clabaugh, of Atlanta, Ga. Mr. Clabaugh sued the association and got heavy damages, besides getting a court decree ordering the association to cease the practices which had been operated against him. Later Mr. Clabaugh entered the employ of the United States Department of Justice, and has been working up the evidence in the case now reopened against the Southern organization. Mr. Clabaugh has sent this journal a copy of the inquiries the Government has circulated among the trade all through the Eastern trade, both North and South. They are as follows:—

February 8, 1913.

Dear Sir:—In connection with the matter pending in the District Court of the United States for the Northern District of Alabama, the Department of Justice is desirous of knowing just what your experience has been in purchasing goods directly from manufacturers marketing their products in Southern territory, and who are alleged to be

working in harmony with the Southern Wholesale Grocers' Association, or local association.

It is not desired to unnecessarily inconvenience you by reason of this letter of inquiry, but it will be highly appreciated if you will answer the inquiries and comply fully with the following requests:—

No. 1. Have you had any trouble purchasing goods direct from manufacturers, or others, SINCE OCTOBER 17, 1911, and, if so, please answer in such detail as is practicable, giving the names of those from whom you were or are unable to obtain goods direct.

No. 2. Have any representatives of manufacturers, or others, mentioned the Wholesale Grocers' Association—either local or Southern—as an obstacle in the way of their real desire to sell you direct, and, if so, please answer in such detail as is practicable.

No. 3. Please forward any and all correspondence you have had SINCE OCTOBER 17, 1911, with

any one relating, directly or indirectly, to purchasing goods direct, or which relates to any wholesale grocers' association.

No. 4. Please set out the names of any so-called wholesale grocers who sell any of your customers or who sell to consumers, to any extent, directly or indirectly, or who are in any way interested in or connected with a retail establishment.

No. 5. Please give the names of a number of the more prominent manufacturers from whom you purchase direct.

No. 6. Please state approximately the annual amount of business done by your firm or company.

No. 7. Use of the inclosed self-addressed envelope is suggested as a matter of convenience to you for your reply, and it requires no stamp. If the papers forwarded by you are too bulky to inclose, it is suggested that you simply wrap same and paste the addressed envelope on the top of the bundle—mailing in the usual way.

## Law Against Dishonest Advertising Liked at This Session

**House Passes Measure Finally and it Goes to Senate. Large Hearing Before Health and Sanitation Committee on Food Bill. Special Storage Committee Will Draft Compromise Bill.**

Special Correspondence of "Grocery World and General Merchant."

Harrisburg, Pa., Feb. 14, 1913.

Everything points to the passage of a law against dishonest advertising at this session. The House took up House Bill 277 during the week and passed it on second reading, passing it finally on the following days. It has now gone to the Senate, where it is also expected to pass. The bill is severe and is intended to cover every possible misrepresentation that a man can make about his goods in his advertising: as to quantity, quality, method or cost of production, or manner or source of purchase, and so on. The text of the bill is as follows:—

### AN ACT

To prohibit the making or dissemination of false or misleading statements or assertions concerning any merchandise, securities or services, and providing penalties for the violation thereof.

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania in General Assembly met, and it is hereby enacted by the authority of the same, that whoever in a newspaper, periodical, circular form letter or other publication published, distributed or circulated in this Commonwealth, or in any advertisement in this Commonwealth knowingly makes or disseminates, or causes to be made or disseminated, any statement or assertion concerning the quantity, the quality, the value, the merit, the use, the present or former price, the cost, the reason for the price or the motive or purpose of a sale of any merchandise, securities or serv-

ices, or concerning the method of cost of production or manufacture of such merchandise, or the possession of rewards, prizes or distinctions conferred on account of such merchandise, or the manner of source of purchase of such merchandise or securities which is untrue or calculated to mislead, shall be guilty of a misdemeanor, and on conviction be sentenced to pay a fine of not less than \$100 nor more than \$1,000, or by imprisonment in the county jail not exceeding sixty days, or by both such fine and imprisonment.

\*\*\*

One of the largest hearings given so far this session by any committee as to a pending bill was held in the Senate chamber last Tuesday afternoon from 2.45 to 6 o'clock. It was held before the Senate Committee on Health and Sanitation, and was supposed to consider the proposed new general food law as well as the proposed soft drink law. So much time was taken over the general food bill, however, that the hearing on the soft drink bill was postponed until further notice.

There were over 200 persons present, nearly all of the trade affected by the bill, and many of

**ELTON J. BUCKLEY**

Editor "Grocery World and General Merchant"

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609  
Keystone, Race 746



from Philadelphia. The Philadelphia Grocers' and Importers' Exchange was represented by about forty members, and there was a large delegation from the Philadelphia Retail Grocers' Association, led by Reno Schoch, secretary. The confectionery, baking powder and soft drink people were also represented.

H. G. Kurtz, of Reading, acted as sort of chairman of the jobbing interests, for which F. S. Edwards appeared as counsel. Mr. Edwards first protested against a change in the law, as none was made, and then presented eight objections to the bill as drawn. Mainly these were points that would put Pennsylvania out of line with the regulations of the Federal Government and of other States.

Fred. Drake, of Easton, Pa., defended the use of sulphur dioxide in dried fruits, contending that all States and the Federal Government permitted it. He was somewhat flabbergasted when Dr. C. H. Wall, State chemist, read a list of several States that forbade sulphur. Later it developed, however, that several of these States did not forbid it by law but only under Department rulings.

A representative of P. Duff & Sons, Pittsburgh molasses manufacturers, defended the use of sulphur in molasses. He said that no molasses was made in the United States without it and could not properly or satisfactorily be made. Barbadoes molasses did not contain sulphur but there was so little of that it didn't make any difference.

Frank Halpen, of Philadelphia, read about thirty letters from hospitals and public institutions which regularly used bleached dried fruit for years without a case of illness from it.

Secretary Reno Schoch read a carefully prepared argument against the elimination of the retailer's guarantee clause and in favor of giving dealers some chance to dispose of goods previously bought, before the law went into effect.

An attorney for the Corn Products Co. asked that glucose and corn syrup be inserted in the bill with the names of other permitted ingredients. These were in the act of 1909, but for some reason have been omitted from the new bill.

Lyman D. Gilbert, Esq., counsel for the H. J. Heinz Co., asked that

sucrose be inserted among the list of permitted ingredients and the Department representatives agreed to do this.

Several other speakers, among them F. Butler Reeves, of Philadelphia; E. R. Jenkins, of Pittsburgh; Ralph Gould, of California, and others, protested against the passage of any new legislation on the ground that the present bill was accomplishing everything desired. They also defended sulphur dioxide.

A. C. Keely, William Chapman and William Roskam, of Philadelphia, and George H. Calvert, of Pittsburgh, appeared for the confectionery interests. They asked that confectioners be allowed to use the seven coal-tar dyes that the Federal Government had found to be harmless, and there seemed to be no opposition to this and it will probably be done.

During the hearing Chairman Jones asked whether natural rice, that is, rice not coated with glucose and talc, could be preserved from weevils by storing in cold storage. Nobody knew and the question went unanswered.

Practically none of the speakers against the bill touched on benzoate of soda, and it looked as if the trade interests had decided to let that question go by the board. No speaker touched at any length on the alum baking powder question, either.

The Dairy and Food Department was represented by Commissioner James Foust, Col. A. H. Woodward, of Clearfield, Pa., general counsel, and Drs. Lawall and Frear, both State chemists. Dr. Lawall was the chief chemical speaker and argued that the ingredients which the new bill forbade were deleterious to health. He did not present any evidence, however, of cases of illness which he could personally vouch for.

Col. Woodward talked about the measure being framed in the interest of the people, and dwelt a great deal on benzoate of soda. He defended the elimination of the retailer's guarantee clause on the ground that unprincipled manufacturers from outside the State sold goods to Pennsylvania retailers with a false guarantee. This let the retailer free and made it impossible to punish anybody. All of the Department speakers were heckled a good deal, and did not appear to make a very strong im-

# The Quality Cash Wholesale Grocery Warehouse

Nos. 1211-13-15 N. Second Street  
PHILADELPHIA, PA.

We will quote you on receipt of your request prices on Wilbur's Cocca, Argo Starch and Babbitt's Soap, that may save you some money. In 5-box lots Babbitt's Soap will be delivered free of freight to your station.

Horseshoe Salmon, 4 doz. cases, per doz. . . . . \$1.75

Fancy Maine Corn, while lot lasts, per doz. . . . . 1.07½

As fine goods as Maine packs; labeled with wrapper label.

Good New No. 3 Barley, 100 lbs. . . . . 2.25

The American Preserve Company's Pure Jellies, 2 doz. 10-cent tumblers, assorted, in case, per doz . . . . . .75

The Corn Products Refinery Company will allow you 10 cents per case on 5 cases, 11 cents on 10 cases, for a window or counter display. Get our price on 5 or 10-case lots.

Don't forget the No. 1 Quality, Double-dipped, Full Count, Full Length 500 Matches, per gross . . . . . 3.30

You buy always with this guarantee: Freight back if they don't please your trade.

Our Norway Mackerel are selected by one of the best experts in Philadelphia. We guarantee barrels 200 lbs., half-barrels 100 lbs., quarter-barrels 50 lbs., full weight Fancy Fat White Norway Mackerel. When you want Mackerel that will advertise your business by their quality, get our prices, THEY WILL SURELY PLEASE YOU.

We will send on request samples of any of the following goods. Our samples are exactly like the goods they represent:—

A Good Head Rice, 100-lb. bags . . . . . 5.38

A Good, Sweet, Drinking Coffee at a low price, 100-lb. bags . . . . . 18¼

The Finest Cloudy Syrup made, barrels . . . . . .23  
Half-barrels . . . . . .25

Madagascar Lima Beans, they look exactly like California Lima Beans, could be sold for them, they cook well and eat well, about 80-lb. bags, per lb. . . . . .06½

Send cash with order or reference and goods will be shipped and you can mail check after you have received goods. The business of prompt paying trade solicited :: :: :: ::

## William C. Young



pression on the committee. After the hearing one of the most influential members of the committee stated that in all probability the committee would recommend a bill, but said that it would probably be fair to all interests.

On Tuesday Representative Richards, Allegheny County, introduced a bill allowing the use of coloring matter in oleomargarine, and reducing license fees to \$18 for a retailer, \$10 for a hotel, and \$6 for a boarding house. Another bill has been introduced by a Philadelphia member revoking all licenses except manufacturer and wholesaler.

Another cold storage bill appeared on Wednesday—from Representative Letzkus, of Allegheny County. It places all cold storage warehouses under the control of the Secretary of Agriculture, and prohibits the keeping of food in storage to twelve months. The cold

storage situation was changed on Wednesday, when a special committee was appointed by the House to consider all the cold storage bills so far introduced and recommend a compromise measure. The committee consists of W. H. Wilson, Philadelphia; McNichol, Gans Malie, Roney, Blair, O'Neill and Richards, as pretty a bunch of politicians as one could find. Wilson, the chairman, is counsel for the notorious Eastern Provision Co. gang that recently came before the public in Philadelphia in the rotten egg business.

The bill to treat all rotten eggs with kerosene oil before selling them even for tanning purposes, passed the Senate finally on Monday last and was sent at once to the House, where it will also pass. This is the first law to be finally passed by either house at this session. There is no question that it will become a law.

R. C.

## Helping the Grocer Build Up a Paying Tea and Coffee Department

**William B. Harris, New York Tea and Coffee Jobber and Coffee Expert to United States Department of Agriculture, Points Again to Splendid Profits Possible From Such a Department, and Suggests How They Can be Realized.**

The average grocer is apt to consider that he sells tea and coffee as a matter of course. He overlooks the fact that this is one of the best-paying branches of his business and in consequence does not see the advantage there would be in making this a real live department. He knows very little about coffee. He does not understand the quotations as they appear in the various papers. He rarely tries to sell coffee or any particular brand of coffee, merely weighing it out when called for. He does not know how the profits on coffee and tea compare with other merchandise he handles. He has thought very little as to displaying coffee or tea and less as to advertising his brands.

First he needs education and the only medium through which this is obtainable is the trade press. There are no text books on coffee and tea that the average grocer can obtain and he would have very little time or inclination to study

them even if he could get them. On the other hand almost every grocer takes one or more trade papers which he reads more or less thoroughly.

Among the many coffee salesmen calling each day, and their name is legion, there is usually the regular man. He calls the dealer by his first name, walks behind the counter, runs his hand into the various bins and says "well, I'll send you 100 Santos, 50 No. 1 and 50 Plantation." He has been putting out these coffees for some time. His trade is apparently satisfied. He sells about the same amount each month and so keeps in the same old rut. He was once induced to purchase a coffee from another salesman, but his customers complained, so he never tried it again. He forgets that he tried this other coffee, not because the brand was apparently better, but for the reason that the price was half a cent less. Such conditions can only be improved by interesting the grocer in the sub-

jects of coffee and tea so that he will see the advantage there is in knowing exactly what it is he is buying and therefore place more reliance upon his own judgment.

The trade paper should call attention to the care of coffee and tea after it has been received. Coffee takes up moisture very readily and if permitted to stand in a burlap bag where it is damp it loses its crispness and becomes tough. It is very susceptible to foreign odors such as oil, fish and cheese and should be kept away from such commodities.

I once visited a store where the dealer had placed his roaster next to his fish counter. The smell of the fish not only affected the fresh roasted coffee, but was objectionable to customers who were interested in the process of roasting and who would have been influenced by the pleasant aroma of roasting coffee. This oversight counteracted all the advertising he obtained by having such a machine in his store. It does not often occur to the grocer that he should empty his coffee before dumping the fresh coffee in placing what has been taken out on top so as to be used first. This is vital in connection with a tea canister, except those that feed from the bottom, on account of the amount of breakage in the leaf.

Again there is a display. How many grocers make any attempt at a display of coffees and teas? A customer is always attracted by something out of the ordinary, and where you command the attention you can frequently make a sale. Only recently we packed a blend of coffee in a very attractive package. As soon as the first shipment was received the dealer did not proceed to stack the packages on his shelves, to be lost in the general display. Instead he gave this coffee a prominent place in his store, surrounding it with other articles in contrast. A customer came in and remarked "what a handsome package, I must try that." She did and is using the brand to-day. The coffee suits, but the display started it.

The exclusive tea store understands this and builds up its trade by means of an attractive display. The average grocer is content to have on his shelves an array of coffee and tea cans together with such package goods as he is forced to carry.

Quotations should receive some

attention and some method devised whereby correct figures may be given out if given out at all. At present the prices appearing in columns of many trade papers are import prices, cost and freight figures or exchange quotations. These have very little to do with the average retail grocer except as a basis for arriving at about the price to be paid.

The possible profits in connection with the coffee and tea departments should be made clear to the retail dealer. Profits are often lost sight of both as to the lack of them in connection with low grade goods and as to the proper percentage to add in connection with high grade coffees and teas. The dealer spends too much effort in trying to build up his business by selling cheap coffee and tea and not enough in trying to sell the customers an article of real worth. The dealer that is trying to make a run on 25-cent coffee which is costing him 22 cents, is losing time. He should get 28 cents at least. Where in certain cases he considered it necessary to sell for 25 cents he could do so, but only when forced to it. Attention should be called to the profit in high grade goods and the profit that a properly run department should net. Incidents of successful stores or the growth of coffee and tea departments should be secured and quoted so as to stimulate the dealer to secure similar results.

Quality should be preached throughout the whole series. Grade is the one thing that holds the trade. The dealer should have not the lowest-priced goods, but the best grades at fair values. These grades once established should be kept uniform. If prices advance the dealer should advance. If the customer does not want to pay more, preach quality, and if the quality is there he is bound to come back when he leaves on account of price.

Advertising. The dealer should be shown simple methods of advertising. He should have attractive bags for both coffee and tea. They cost but little, can be tastefully printed and are always to be preferred to the common manilla bags. They give his coffee and tea department a tone that is noticed at once by the purchaser. Occasionally a small card slipped in with other packages calling attention to a special sales of coffees helps, or a small sign at the front of the store



will induce a customer to try a brand of coffee when she had intended making this purchase elsewhere.

The dealer should be shown that advertised brands are worth handling. Not that they should be kept under protest and only sold when called for. The fact that a dealer carries an advertised brand of coffee or tea which nets him a good

profit indicates that he is alive to the requirements of his customers. The advertising does him good. He is making his profit and it is the customer who in reality pays for the publicity. The more advertised brands he sells the better, provided they turn promptly enough.

WILLIAM B. HARRIS.

New York, N. Y.,

February 10, 1913.

Written for the "Grocery World and General Merchant."

## Says a 5-10-25 Cent Department is Best Cure for Cutting on Regular Goods

**His Contributor Says \$50 Will Stock a Department of Low-Priced Trade Bringers Which Will Allow All the Cutting a Retailer Wants to Do.**

That's what one of the best-known grocers in the United States said about a department of 5, 10 and 25-cent goods. And he meant every word of it. If you want to hear his reasons, here they are:—

A department of such goods would do more to save the grocer from those terrific losses that result from price-slashed staples than anything I have ever heard of. They would give him a weapon with which to fight the syndicate, and their popular prices would help convince his trade that he is not a highwayman and a pirate.

And here is an extract from a speech delivered before a convention of grocers by one of the most prominent association men in the country:—

"I contend, gentlemen, that the salvation of the retail grocer will come from the adding of a new department to his business. To my way of thinking, we should all add a line of tinware, enameled ware and home goods, and then when we want to do some advertising we can slash the price of the new lines if we feel disposed to cut prices. Thus we are using a commodity to bring business to our stores that does not in any way interfere with the sales or profits of our original lines, which are foodstuffs."

At the present writing there are 10,000 grocers who are using 5, 10 and 25-cent goods to save their staples from the chopping block. And these same 10,000 are finding a department of these goods a better advertisement for them than any price-cut on staples that they ever made.

No place on earth is more appropriate for a department of 5, 10 and 25-cent merchandise than a grocery store. They fit in as snugly and smoothly as if they were foodstuffs. And they are second cousins to foodstuffs.

I would like to know where a stew pan could be more suitable than in the very store where the fruits cooked in stew pans are displayed?

Where is there a better place to sell lamps and lamp goods than in the establishment where kerosene is vended?

And if a grocery sells the goods that are transformed into food in the kitchens of a neighborhood, why shouldn't that same store sell the kitchen utensils that are used to prepare these foods?

A table, a counter, a department, of 5, 10 and 25-cent goods in a grocery store helps push groceries, and groceries help to push them. The two lines pull together. Each makes the other easier to sell, and each helps the other make a better profit for the grocer.

A department store succeeds because it carries enough different lines of merchandise to enable shoppers to buy everything under one roof, and the shoppers of this country are trained in this habit.

They prefer to buy everything in one place if that is possible. By adding a line of 5, 10 and 25-cent goods you merely cater to the tendency that every day grows stronger.

Furthermore, a department of 5, 10 and 25-cent goods is designed to give you maximum variety at mini-

mum cost, so that it will have a very wide appeal for your trade.

Properly speaking, such a department is also a feature that makes it easy to spend money in your store. Why? Because it features only those prices that involve little or no hesitation on the part of the buyer.

A properly displayed line of 5, 10 and 25-cent goods is a tonic that will bolster up and stimulate any sort of grocery store.

And the initial cost is very low.

We have been informed that a fair assortment of 5, 10 and 25-cent goods may be purchased for \$50, while a little more lavish assortment, with tables and fixtures to display it, would cost approximately \$100.

A. PACE.

Chicago, Ill., Feb. 3, 1913.

### Pennsylvania Food Department Consents to Continued Use of Sulphur Dioxide in Dried Fruits and Molasses.

The Pennsylvania Dairy and Food Department has agreed to a compromise of some of the differences between itself and various trade interests over the proposed passage of new food bills, and Dr. Charles H. Lawall, one of the department chemists, wrote to Senator Jones, chairman of the Health and Sanitation Committee, on Friday, agreeing on behalf of the Department to allow 35-1,000 of 1 per cent. of sulphur dioxide in dried fruit and molasses, and also allowing alum in baking powder but not in pickles.

No Florida cucumbers are available. Hothouse cues range from \$1.50 to \$2 per dozen for fancy stock, and are selling well.

Florida peppers, though of good quality, are dull at \$2 per crate.



### SUGGEST MAPLEINE

To your customers as a change of "Flavor." It can be used like lemon or vanilla.

It makes delicious table syrup when added to white sugar and water.

Order from your jobber or Frank A. Smith & Co. 105 S. Front St., Philadelphia, Pa.

Crescent Mfg. Co. Seattle, Wash.



## Modest or Not, It's True

It may not sound modest, but we nevertheless say that **Rumford Powders** are the best baking powders in the world. There never has been such a leavener as phosphates, in combination with starch and soda. And all three are foods—they actually nourish the body. Splendid, clean, healthful baking powders!

And profitable. **Rumford Powders** have always paid the grocer a good profit, and they always will.

## Rumford Chemical Works

PROVIDENCE, R. I.





# WITH THE EDITOR

At first glance the bill pending in the New York Legislature compelling all commission men to get a license and file a bond before doing business, seems a piece of harsh and revolutionary legislation. In reality it is a good and sorely needed measure, which will not hurt the honest commission merchant, but will completely rob the thieving one of his power to steal.

No department of the food business contains more rascals than the commission business. A man of little or no capital opens a store and announces himself as a commission merchant. Usually he needs but nominal capital, because all his stock is consigned to him and his fixtures run into very little money. Often he runs his business under some "company" name, and if his representations to growers or producers are sufficiently rosy, he will always find men to send him all the butter, eggs, fruit and vegetables he can get in his place. There is one birth rate which never falls off, and that is the rate of one sucker per minute. Many of them, it seems, are born farmers or dairymen. There is always somebody to send stuff to any commission merchant, no matter how naked the latter may be of credit or the right to credit.

Selling goods is the easiest task of a commission merchant of this type. He can always get rid of his goods, at a price, and he either returns his principal some trifling sum with some lie about market conditions, or returns him nothing at all. If the consignor comes to town and sues, he finds nothing, often, but an empty store, or if the place is still running, a clerk appears who "don't know when Mr. So-and-so will be in, and don't know where he can be found." If suit is entered, it is a scramble to find the real owner of the business, or to prove anything on him after he is found. Most victims lie down and take what comes.

Not by any means all commission merchants are like this. The majority are as honest as the sun. But we say again that there are

more bad ones out of a hundred than in any other line of business we know of, and any law that will reduce this percentage without working unreasonable hardship on the honest men, is a good thing. Every State should pass such a law.

From all appearances the honest Pennsylvania merchant will this year have cause to be grateful to the Pennsylvania Legislature, for all signs point to the passage of a law at this session against dishonest advertising. The text of this measure appears in another column. It was one of the first bills to be introduced and passed the House without opposition. It now goes to the Senate, where it may or may not pass. No opposition has publicly appeared as yet, but the department store interests are against the bill and will kill it secretly if they can.

The statement that the department stores are against an honest advertising law is not carelessly or viciously made; it is the calm statement of a fact, established by the writer's personal experience. In 1911, when the Pennsylvania Legislature met before, the writer was counsel for a local business organization, among whose members were representatives of every large department store in Philadelphia. A movement was put through to present a bill against dishonest advertising to the Legislature and ask for passage. The writer was directed to frame such a bill, did so, and the draft, after certain changes, was adopted.

Up to this time no opposition had developed, but from this on

the progress of the campaign was obstructed by various devices which were all traced to the department store representatives. They approved the bill, except this one point, but when that was changed to suit them they had discovered another "fault," and this process continued finally worried the movement to death.

So far the department stores have not appeared against the present bill, and they will not dare to appear against it openly. Probably every one of them would publicly profess the warmest desire that the bill should pass, while strenuously working for its defeat behind the scenes. It is believed and hoped, however, that their opposition will not succeed. Probably half of all the advertising done in Pennsylvania to-day is untrue or exaggerated. No law was ever more sorely needed than the one under discussion. If honestly enforced, it will forever end the present carnival of lies as to the quality of merchandise, the conditions which allowed its sale "at a half or a third of its value," and so on.

The organized wholesale grocers of the South are in trouble with the Government again. On October 17, 1911, the United States

Does This Mean Jail?

Court, after a lengthy trial, ordered the Southern Wholesale Grocers' Association and all its members to stop interfering with manufacturers who wished to sell retailers direct, and with jobbers who wished to cut prices. The court decree came as the climax to a suit in which the Southern Association had been very roughly handled,

and which one would think would constitute an unforgettable lesson.

The Government has now taken the Southern jobbers into court again, charging violation of the court's order. If the Government's charges are true, the decree got very little attention: the association jobbers went right along just the same, boycotting manufacturers who wouldn't deal with them exclusively, and who wouldn't aid them in preventing other jobbers from cutting prices.

Contempt of court, especially under such aggravated conditions as exist here, is usually a prison offense, and it is by no means unlikely that some of the Southern wholesalers may find themselves in jail before they are through.

Why can't they content themselves with the power that the law gives them? There is no law which can compel them or any of them to continue to buy goods of a manufacturer whom they deem unfriendly. This is power enough to do almost anything with, if it was only used properly. Instead of using it properly they persist in going way beyond it and setting up, in the public square, a complete, perfect and illegal boycott.

This journal has just received a copy of the bill of complaint which the United States Government recently filed against the Kellogg Toasted Corn Flakes Co. It charged, as may be remembered, that the Kellogg Co., by enforcing a uniform price from jobber to retailer and from retailer to consumer, was restraining trade and conducting a monopoly.

The writer has been greatly interested in looking over this bill, partly because none just like it has ever been encountered before. One part of it is especially interesting, as showing how far the Government believes it has a right to control the profit that even the ordinary private seller, not a public service corporation like a railroad, has a right to make out of his business. In this bill the Government says calmly that the jobber could

J. J. DONNELLY & BRO.

GROCERIES AND PROVISIONS

274 S. 1st Avenue

COATESVILLE, PA.

COATESVILLE, PA., February 11, 1913

Grocery World Publication Co.  
Philadelphia, Pa.

Gentlemen:—Enclosed you will please find check for three (\$3) dollars for one year's subscription to the "Grocery World and General Merchant." We find your paper very helpful and think it is worth twice the amount of the subscription. Yours very truly, J. J. DONNELLY & BRO.

Per W. E. D.



Kellogg's Toasted Corn Flakes less than \$2.80 and make enough profit; so could the retailer and it profitably below 10 cents. Here are the Government's views on that subject:—

The difference in the retail, wholesale and manufacturer's prices of toasted corn flakes leaves ample margin for the play of competition between both the jobbers and the retailers, as by the exercise of business economy the price to the consumer and also to the retailer could be very materially reduced and yet dealers realize a reasonable profit in handling the goods. But as a result of the selling and distributing plan thus adopted and enforced by defendants, except in rare instances where dealers violate their agreements, the price of toasted corn flakes exacted by all jobbers in designated sections is uniform, as is also the price charged by the retailers to the consumers; and there is no competition between jobbers which can affect the price of the article to the retailer, nor is there any competition between either the jobbers or retailers which can benefit the consumers by reducing the price to them.

What possibilities of paternalism, government ownership, Socialism and what not this introduces! If we are obliged to limit the profits of our private business enterprises to the figure the Government thinks right, then may God have mercy on our souls!

Written for the "Grocery World and General Merchant."

## Progress of Campaign for Big Sales in "Canned Foods Week"

**Tons of Literature Designed to Interest Consumers in Canned Foods Are Being Sent Out from Chicago Headquarters. Daily Papers and Trade Papers Join in Campaign.**

Assuming that the readers of the "Grocery World and General Merchant" are interested in what is being done by the central committee in the interest of "Canned Foods Week," which is the first week in April, I present the following data as to the literature which is being prepared for publication all over the United States, the object of which is to interest consumers in canned goods, so that when the trade unite in pushing them during the first week in April, the public will be prepared and receptive.

Many leaflets or pamphlets for distribution are now ready and are being shipped out prepaid by the hundreds of thousands to all parts of the United States. There are three styles of leaflets all for en-

closure in envelopes, being distributed as follows, viz:—

Leaflet No. 1 A.—This is an "Appeal to Retail Grocers." It is a four-page folder, 6 x 3½, and tells them how to co-operate and how to push the sale of canned foods during the first week in April. One of these for each retail grocer is enough.

Leaflet No. 2 A.—This is a 6 x 3½ four-page folder and is called "The Low Cost of Good Living," and is intended to be distributed by retailers to consumers. It has been pronounced a most complete and yet a most concise description of the origin and merits and progress of the canned foods industry.

Leaflets Series No. X.—There are ten leaflets in this series 6 x 3½, printed on paper of assorted

colors on one side of the paper, single sheets. These will serve most anywhere. To educate consumers, to inform retailers, or to refresh the memory of commercial travelers or jobbers. They contain in briefly worded crisp statements the kernel of canned food information and arguments, and are snappy and have got a "bite" to them which catches readers.

There is also what we call "The News Bouquet." This is a collection of canned foods descriptive stories, written by famous canning and scientific experts of the United States. They are printed on one side of two seven-column newspaper pages and are intended to be used by those who can influence their local newspapers to print interesting and instructive stories about canned foods for the information of consumers. These stories are printed on one side of the paper so that they can be cut out and presented to various newspapers or to the same paper at different times. To give an idea of what the "Bouquet" consists of, here are some of the articles:—

"Change of Mind," by Marion Harland (Mrs. Terhune).  
"Canned Pumpkin," by Clyde B. Wilson.



No. 6

## The Purchasing Power of \$75

**\$75 invested in a Michigan No. 6 Total Adding Cash Register equals \$100 paid for a register of the same class of any other make**

Consider the above statement. It means a saving of \$25 to you.

You do not need to pay the "long price."

Every day brings words of praise from merchants who have profited by the purchase of a Michigan No. 6 Total Adder.

They saved \$25 on the first cost of their registers while the daily saving in petty losses is returning to them the price of the register itself.

You owe it to yourself and your business to save this \$25 in buying a cash register.

The Michigan No. 6 Total Adder is perfect in every detail, and is guaranteed for two years.

It has proved a success in thousands of stores and in separate departments of large firms.

You can buy a Michigan Cash Register from your jobber or his salesmen.

If they can't supply you write us direct, enclosing the name of the salesman you buy from, and ask for our new catalog E 2 showing our complete line.

**MICHIGAN CASH REGISTER COMPANY - - - Detroit, Mich.**



"Sockeye Salmon," by Frank L. Deming.  
 "Canned Tomatoes," by W. O. Hoffecker.  
 "Canned Foods," by Dr. Harvey W. Wiley.  
 "Indiana Tomatoes," by Grafton Johnson.  
 "Canned Foods in War," by Brig. Henry G. Sharpe.  
 "Economy, Convenience and Cleanliness of Canned Foods," by J. A. Lee.  
 "The Low Cost of Good Living," by J. A. Lee.  
 "Maine Corn," by Gov. Bert M. Fernald.  
 "Wisconsin Peas," by Frank A. Stare.  
 "Wholesomeness of Canned Foods," by Frank N. Barrett.  
 "Short Talks About Canned Foods," by Stephen Hart.  
 "Canned Foods Are Fresh Foods," by C. T. Schubarth.  
 "Canned String Beans," by Chas. E. Wilcox.  
 "Pacific Coast Canned Products," by Jos. Durney.

There will be ready, about February 20th to March 1st, or possibly sooner, some beautifully lithographed 6 x 3½ four-page leaflets made and presented to the committee and the cause by the Calvert Lithographing Co., Detroit, Mich. They portray in colors two beautiful canned foods window displays, simple to arrange, but elegant and attractive in appearance. These are intended to present to retail grocers to suggest to them the latest word in window displays. Those who want them should send in requests at once. First come, first served. The Calvert Lithographing Co. donated 100,000 of these.

Advertisements will appear during February and March in about 40 grocery trade papers, calling the attention of retail grocers to the occasion of Canned Foods Week.

A letter is being mailed this week signed by John W. Lux, president, and John A. Green, secretary, of the National Association of Retail Grocers to two thousand State and local secretaries of retail grocers' associations in the United States asking and urging them to influence their members to co-operate in pushing forward Canned Foods Week, the first week in April, 1913.

A slogan has been adopted by the National Canned Foods Week Committee, consisting of four cuts or pictures of cans, reading: "Get Ready for Canned Foods Week, March 31 to April 6, 1913."

The reading above is the same on all the cuts but the lower line is different on each of the four cuts and makes a climax as follows:—

SELL HER A CASE,  
 SELL HER AN ASSORTMENT,  
 MAKE THE PRICE RIGHT,  
 AND KEEP HER TRADE.

These cuts will be used in all the advertising intended for dealers.

On advertisements in the daily papers intended for consumers, the cuts will read: "Buy a Case—Buy An Assortment—Get the Right Price—Best Food at Low Cost."

Many trade papers are getting up special "Canned Foods Week" editions, and are inducing all the wholesale grocers and many canners to advertise their own brands at that time.

A number of the big daily papers are preparing to get out "Canned Foods Sections," with illustrations, during "Canned Foods Week." One Chicago paper has already filled its section and thinks of putting on another. It will circulate 300,000 papers. Most of the wholesale grocers are taking space for their private brands.

JOHN A. LEE,  
 Chairman Central Canned Foods  
 Committee.  
 Chicago, Ill., February 10, 1913.

## The New York Letter

**Plan to Add Department of Markets to United States Department of Agriculture. Humorous Lima Bean Controversy. Various Trade Items and Market Summary.**

Special Correspondence of "Grocery World and General Merchant."

New York, Feb. 13, 1913.

Now comes a proposition to establish a Division of Markets in the Department of Agriculture. This movement is likely to be pushed here and elsewhere as the result of a report sent out from Washington by the House Committee of Agriculture.

In this report, as received here, were figures purporting to give a comparison of the amounts of money paid in New York City in the past year for several kinds of food products and the amounts which the farmers received for this identical food.

According to the comparison, New York paid close to \$29,000,000 for eggs and the farmers got only \$17,000,000 for the same eggs.

The consumers of the city paid upward of \$9,000,000 for cabbages, for which the farmer got less than \$2,000,000.

Farmers received close to \$23,000,000 for the milk they sent here, but double that figure was paid by the consumers.

Potatoes increased from \$8,000,000 to \$60,000,000 in round numbers in the same movement between the farmers and the consumers.

Various other similar instances were given. Taking the entire food crops of last year, it was stated that the farmers will receive altogether a total of \$6,000,000,000, but the consumers will ultimately pay fully \$13,000,000,000.

The committee concludes that the cost of living is made high by extravagance and distribution, since it costs more to distribute than to produce the crops. It says that up to this time the Department of Agriculture has been occupied mainly with matters of production, but that the time has now come for it to turn its attention also to the distribution of food products, so as to give the same encouragement in this work that it has for years been giving to the farmers in their producing labors.

The committee is certain that the results will be beneficial in relation to distribution, as they have already proved as to production. In fact, it says that the work will not be an experiment, as the Department has already demonstrated what can be done in facilitating distribution of the tobacco and cotton crops. The committee outlines in detail plans for bringing producers and consumers closer together by means of information as to market and other conditions to be circulated. It is proposed to put all this work, so outlined in a broad way, in care of the proposed new division of the Department of Agriculture.

During the week a semi-humorous bulletin was issued by the Publicity Committee of the Fruit and Produce Association and the National League of Commission Merchants in the form of a letter addressed to "Eli Limabean Titler." In this letter Eli is ad-

dressed familiarly and an effort made to poke fun at him.

The letter was intended to offset statements made by a Long Island producer about his lima beans being sold at retail at 2 cents a quart, although he has sold them through the commission dealers at 50 or 60 cents a bushel.

The producer based on these figures a claim that the cost of the beans had been boosted unduly by the middlemen, standing between the farmer and the retail grocer.

In this bulletin, or answer, the committee ridicules "Eli" as a producer whose beans did not bring as high prices as the beans of other producers. The committee declared that there are very great differences in the quality and in the prices paid in the wholesale market for lima beans.

The producer in this case later got back at the committee, in hearing at Albany, by declaring that the committee simply begged the question. He said that the differences in the wholesale and retail prices have been general and applied to the beans of all farmers generally; that his case was not at all exceptional, as the committee had tried to insinuate.

This was part of the controversy over the Roosevelt Bill for licensing the commission merchants.

Another development was a letter put out by the committee of the West Side wholesale trade, which is fighting the measure. In this letter it was stated that a large part of the fruit trade of this city would go to Boston and Philadelphia if the bill became law.

The delays made necessary by the system of inspection and regulation under the proposed law would make it impossible, it was argued, for the trade to handle such imported products at Bermuda produce, Havana pineapples, Almeria grapes and oranges and lemons in the present quantities. As a result, it was added, New York would be put in a position, under such a law, of buying its supplies from other cities, instead of having the crops brought direct to this city.

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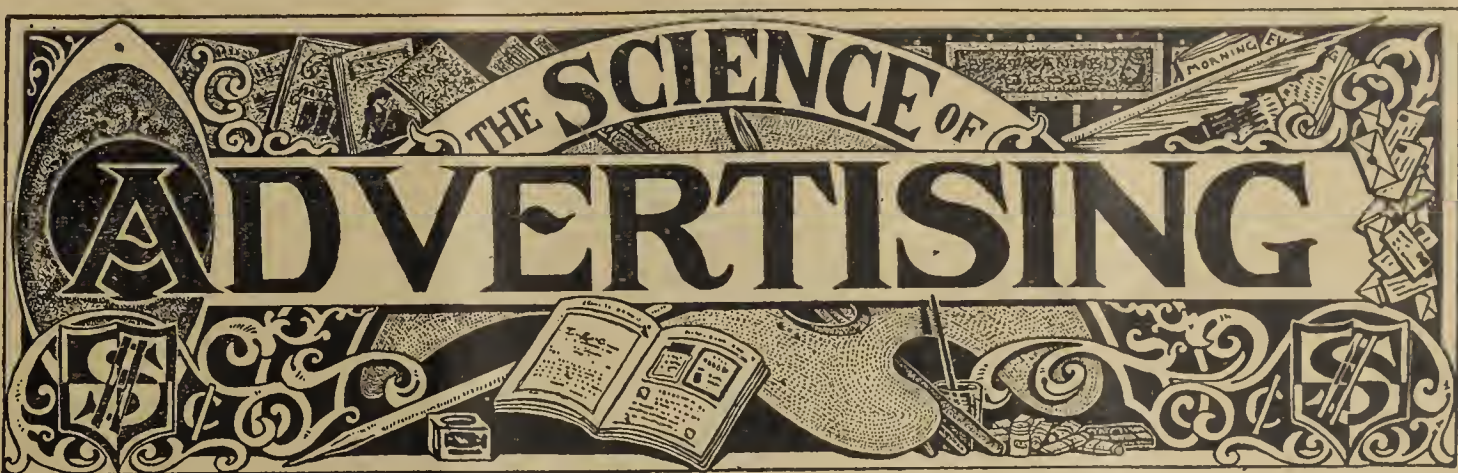
The New York Association of Manufacturers' Representatives held its fifth annual meeting Saturday evening in the Frankl-



udson Building. At the elec-  
on A. R. Rodway was re-elected  
resident, M. Englander, vice-  
resident, and W. S. Corbett, sec-  
etary and treasurer. The Exec-  
ive Committee chosen consists  
R. A. Warner, E. M. Murphy,  
F. Amos, D. O. Everhard, E.  
Muns and J. P. Davenport.  
In the evening about fifty mem-  
bers and guests enjoyed a ban-  
quet in the Wool Club. The  
astmaster was R. A. Warner.  
There were a number of addresses  
on scientific selling and allied  
subjects. The speakers included  
S. Gold, Philip C. Staib, in-  
roduced as the Chauncey Depew  
of the grocery trade; Robert  
Bursk, president of the Tri-State  
Wholesale Grocers' Association;  
C. Monagle, the secretary of  
the American Specialty Manufac-  
rers' Association; T. H. Hill-  
man, the president of the New  
England Association of Manufac-  
rers' Representatives, and H.  
Flint, the president of the  
Philadelphia Association.  
Among those present were G.  
Gold, H. G. Flint, J. F. Gar-  
ner, Nelson Gray, Robert Bursk,  
C. Staib, G. F. Tremelling,  
C. Monagle, Carl Shuster, R. B.  
Chamberlain, J. F. Morrow, Henry  
Gggers, Herman Rohrs, C. A.  
Chayer, I. Seeman, G. Boehm and  
os. R. Mills; C. H. Green, San  
Francisco, a director of the Panama  
Exposition; W. B. Okie, of Wyo-  
ning; E. E. Booth, Oklahoma,  
and J. B. Curry, the Philadelphia  
agent of Kellogg & Co.

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Wholesale markets, with retail  
ections or annexes, are advo-  
ated in a communication ad-  
dressed to the City Market Com-  
mission by Carl A. Koelsch, the  
resident of the Washington  
Market Merchants' Association.  
He urges in his letter that in  
each of the city's five boroughs  
there should be markets of this  
kind, conveniently located in re-  
lation to the shipping terminals.  
Retailers will be especially in-  
terested in the reasons that he  
gives for favoring retail sections  
or annexes of the proposed  
wholesale markets. He says that  
at present a large part of the  
produce that comes to New York  
decays before it can be distrib-  
uted or moved into consumption.  
Tons of food are thus wasted  
every year at the same time that



Editor "Science of Advertising."  
Dear Sir:—What is your idea of  
the effectiveness of this little book-  
let, issued monthly, and generally  
containing a list of new goods ar-  
riving during the month.  
Yours truly,  
THE KUHN Co.

The little store paper enclosed  
was about the smallest I ever saw;  
it measured 4 x 5 inches and had  
four pages. The idea of devoting  
it to the announcement and exploi-  
tation of new goods received dur-  
ing the month is good. The more  
real news an advertiser puts into  
his store paper the more interest-  
ing it will be, the more eagerly it  
will be read and the better results  
it should get. It doesn't appear,  
however, from this issue, that this  
idea has been carried out in this  
number—it appears to be simply  
a list of specials, which may or may  
not be attractive. Naturally I  
cannot tell without knowing what  
the regular prices were. I am dead  
against holding "special sales with-  
out giving the reason. Here are  
some "Dried Fruits Specially  
priced for January." Why spe-  
cially priced for January? There  
must be a reason of course. Either  
you are overstocked, or you have

lower now than you usually sell.  
The attitude of the average mind  
toward special sales to-day can  
probably be described as skeptical.

body being able to see"; I should  
poke the fact right under people's  
noses and tell them and tell them  
and tell them, that the apricots I

Dried Fruits

Specially Priced for January

Apricots, extra-fancy, lb.	20c
Cherries, sour pitted, lb.	45c
Currents, extra-fancy, clean, lb.	15c
Figs, clean pulled, lb.	18c
Dates, Golden, lb.	12½c
Dates, fancy Fard, lb.	15c
Prunes, extra-fancy, 5 lb. box.	85c
Prunes, extra-fancy, 10 lb. box.	\$1.25
Prunes, extra-fancy, 30s, lb.	18c
Prunes, extra-fancy, 40s, lb.	15c
Prunes, extra-fancy, 50s, lb.	12½c
Ruby Prunes, extra-fancy, lb.	15c
Peaches, fancy Jumbos, lb.	15c
Peaches, fancy peeled, lb.	23c
Pears, fancy Bartlett, lb.	17c
Raspberries, fancy evaporated.	35c
Raisins, fancy seeded, box	12½c
Raisins, fancy seedless, box	15c
Raisins, fancy Sultan, box	25c

Dried Vegetables

Cons, tender and sweet, lb.	22c
Beans, new Navy, lb.	6c
Beans, new Lima, lb.	10c
Lentils, new.	10c
Peas, whole green.	7c
Peas, green split, package.	15c
Peas, yellow split, package.	15c
Rice, unpolished.	10c

Bulk Pickles, Olives, Etc.

We have just enlarged this department and added several new varieties.  
These goods are sold from the latest approved sanitary containers and  
priced very low for such high quality.

Pickles

Sweet, Midgets	7c doz.	4 for 25c
Sweet, Medium	10c doz.	3 for 25c
Sour	15c doz.	2 for 25c
Sweet Relish	1 pint, 10c	1 pint, 20c
Melon Mangoes, stuffed.		6 for 25c

Olives

Extra large Queen.	1 Pint	25c
California Ripe.	15c	25c
Peanut Butter, extra-fine, lb.		15c
Sauer Kraut.	5c lb.	6 for 25c

I should be extremely careful, in  
advertising special sales, to disarm  
this skepticism if I could, and it is  
not hard to do it, for people are  
always easy to convince that their  
bargain is a real one. Another  
lack, as I see it, in this paper, is  
that regular prices are not given.  
On the first page the statement is

was offering at 20 cents had always  
been sold at 24 cents.

\*\*\*

The typographical appearance of  
this little paper is exceedingly  
good. The paper is heavy cream  
and the type and arrangement are  
all right. I am reproducing all  
four pages, the second and third  
being photographed together, and  
the first and fourth.

NOTE.—This Department is de-  
voted to the criticism of advertis-  
ing matter sent in, to the devising  
of new advertising ideas for  
special occasions, upon request,  
and to the suggesting of original  
advertisements when data is sup-  
plied. All communications sent  
in for this Department should be  
addressed to the Editor of Science  
of Advertising. They will be  
filed in their order and taken up  
in strict rotation.

Florida strawberries have been  
very cheap, by reason of large re-  
ceipts. The best fruit has ranged  
from 20 to 30 cents, and large  
quantities of fruit have been sold  
as low as 10 cents.

Store News

Published Monthly by

The Kuhn Co.



818-820 Wood St., Wilkesburg  
Bell Phone, Wilkes 181, 182, 183, 184

Vol. 1 Jan. 1913 No. 3



Believing that every well-ordered household tries  
to economize and keep down expenditures during this  
month, we have listed on the following pages a great  
many items that will help you to keep down the cost  
of high living.

The prices quoted are in nearly every case special  
for January only.

We do not claim to sell anything below cost but  
any one familiar with prices can see that we have cut  
our profit to a very small margin and that the goods  
are genuine bargains.

SPECIALS

Two Days Only

Monday and Tuesday  
Jan. 6th and 7th

Napoleon Flour, sack.	\$1.50
25 lb. Granulated Sugar	1.40
10 bars Ivory Soap.	42c
10 bars Lenox Soap.	33c
5 cans Dutch Cleanser.	40c
Baker's Chocolate, cake.	17c
Baker's Cocoa, box.	20c
Campbell's Soup, 3 cans	25c
Warco Corn, doz.	95c
Maryland Tomatoes, large can	12½c

been able to pick up some bargains  
yourself, or business is dull and  
you are cutting to cost to breeze  
things up a bit—certainly there is  
some reason why you are selling

made that "any one familiar with  
prices can see that we have cut our  
profit to a very small margin and  
that the goods are genuine bar-  
gains." I shouldn't depend on "any-





We would be pleased to have for publication in this column the ideas of our readers upon trade topics being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

### Many Food Bills Roasted.

New York, Feb. 11, 1913.

To the Editor.

Dear Sir:—We call your attention to a number of bills which have been offered in the respective States, and which effect the interests of the retail and wholesale trade as well as manufacturers, and we know that you are interested in having undesirable legislation modified or defeated.

Pennsylvania Senate Bill No. 5 should by all means be defeated in its present shape. It is defective throughout. It does not permit the use in any preparation any coal-tar dyes, although they be harmless. The United States Government allows the use of seven of these dyes, and we can see no reason why from the standpoint of health or expedience, harmless colors should not be allowed.

This bill also requires that the names of the ingredients entered into the mixtures of the compound be mentioned. It also provides for the imprints of the net weight or volume. It does not provide for variations or tolerances, as does the present Gould bill now in the United States Senate, nor does it exempt small packages from the law.

Pennsylvania Senate Bill No. 7 should be defeated. It is bad in nearly every particular. It does not permit the use of any coal-tar dyes or artificial flavor, artificial ether or artificial ester to be used in non-alcoholic drinks. There is no reason why the seven permitted colors allowed by the Government should not be used in these beverages, and there is certainly no reason why imitation flavors, that is imitation (under the Government definition) should not be allowed. Some of the most delicious of the non-alcoholic drinks have to be flavored with artificial flavors, because raspberry, pineapple, strawberry, peach, apple, blackberry and banana flavors and some others cannot be made from the natural fruit themselves and have to be made from the ethers, aldehydes and esters.

Pennsylvania Senate Bill No. 10 would be all right, provided that on page 4, line 30 after the word "warrant" there were inserted the words, "at reasonable hours," because the bill in its present shape could be twisted by over-enthusi-

astic inspectors in such a way as to subject citizens to much embarrassment and humiliation.

Oklahoma House Bill No. 336 is objectionable and should not pass. It is along the lines of the Pennsylvania Senate Bill No. 7 and is open to the same objection.

Oregon House Bill No. 166 is a weight and measure bill. It allows no variations or tolerances and makes no exemption of small packages, and hence is not in line with the laws of other States, and will not be in line with the forecast of the National laws.

Massachusetts Senate Bill No. 164 is a food bill and should be opposed in its present shape.

Texas House Bill No. 205 prevents the use of benzoate of soda and saccharin. This bill is highly objectionable and should be opposed.

Ohio House Bill No. —, by Kramer, is an amendment to the food law. It is objectionable and should be opposed in its present shape.

Minnesota House Bill No. 319 is a weight and measure bill. Is objectionable in its present shape, because it makes no allowance for variations and tolerances and does not exempt small packages.

Rhode Island House Bill No. 24 should be defeated in its present shape. It contains weight and measure provisions, and makes no allowances for variations or tolerances nor small packages, and it provides that it shall go into effect September 1, 1913, which is entirely too short a time.

Yours very sincerely,

R.

\*\*\*

### Two Questions.

Natick, Mass., Feb. 8, 1913.  
To the Editor.

Dear Sir:—I have been referred to you by the bookkeeper in reference to the proper system of bookkeeping for a retail grocery and provision store, goods part sold for cash, balance weekly credit. Also information about the so-called "Rockdale system" of co-operation used in England.

Whatever information you give will be thankfully received.

Yours truly,

G. P. HOLBROOK.

As to the best system of bookkeeping for a retail grocery store,

that depends much on the sort of business done, and the conditions under which it has to be done. We suggest that this correspondent write the American Salesbook Co., Elmira, N. Y.; they have a number of bookkeeping systems for almost every need.

For information regarding the Rockdale co-operative system, we suggest writing Secretary John A. Green, of the National Retail Grocers' Association, Cleveland, Ohio.

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### A Personal Experience With a Co-operative Buying Organization.

—, N. Y., Feb. 11, 1913.

To the Editor.

Dear Sir:—As a member of the "Grocery World and General Merchant" family, I beg to contribute the details of a personal experience with the United Grocers' Co. of Brooklyn, N. Y., which nearly two years ago launched itself as a co-operative buying concern for retail grocers.

About one and a half years ago I was induced by a representative of "The United Grocers' Co." of Brooklyn, N. Y., to subscribe to some of its stock. Twenty-five shares, \$250 worth, of which amount I paid \$100 in two installments. The arguments in favor of the scheme were the usual ones that the retailers could sell the goods to themselves and reap the profits of the jobber.

I soon found, however, that the management did not seem to be big enough for the job. Shipments were not made as promptly as I was accustomed to. Orders seemed to get lost in the office of the company, and I came to the conclusion that what little I might gain in rebates or dividends I stood to lose by failing to get my goods promptly, and sometimes not at all after ordering them.

Respectfully yours,

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This correspondent sends some data along the line of his letter which inspires the inquiry "why are so many co-operative enterprises killed in the houses of their friends by loose and careless management?" Among the data sent is a letter to the subscriber from the president of the company, apologizing for not sooner acknowledging the receipt of \$25 on account of the subscription; another letter, as to another payment, saying that the subscriber's check was received "about two weeks ago, but we are unable to find any trace of letter or order which you inquire about"; also another letter saying "we are very sorry to inform you that after investigation I find that your order of September 19th was never

shipped; \* \* \* it became lost in the shuffle."

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### A Complaint.

Philadelphia, Pa.,

February 13, 1913.

To the Editor.

Dear Sir:—Some time ago I had something to sell and I gave it to an agent to sell for me. The agreement was \$5 down and 3 per cent. to be paid on the balance when sold, and if not sold to any buyer that they had on hand they were to use the money for advertising. Now I have never heard or seen anything of them or advertising, and I would like to know if I could make them come across with the money or what I could do in the matter.

Yours truly,

F. G. HAEGELE.

If your clear and distinct contract was that the \$5 cash should be spent in advertising, you can compel the agent to do the advertising or give you your money back.

### THE NEW YORK LETTER

(Continued from page 13.)

large numbers of people in the city are actually hungry for food and unable to get any.

Mr. Koelsch says that the push carts serve a useful purpose in relation to a portion of the public by disposing of food products, some of which otherwise would not be distributed in time for consumption and would, without such carts, be added to the amount of food that is actually wasted.

The retail annexes of the markets, he says, may ultimately become the selling places of the present class of push-cart men. This would solve the problem of the unsanitary and troublesome ways of the push-cart business. The retail markets would provide a place where people who desire to do so can go and buy food which they will carry home and thus practice economy.

Mr. Koelsch argued with much feeling that the business men must find a means of avoiding the present waste in food products and thus assist in lowering the cost of living. He believed that the market plan which he advocates will assist in solving the problem.

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The market question is also treated at length in a letter sent to the City Market Committee by L. J. Lippmann, the secretary of the New York branch of the



Commission Merchants' League. He favors retail as well as wholesale markets. He says that the city cannot conduct such work as good distribution as cheaply as private enterprise, but the public retail markets would act as a check on any possible tendency of the regular dealers to advance their prices unduly.

\*\*\*

New incorporations include:—The National Grocers' Supply Co., Inc., New York; capital, \$25,000; incorporators, B. Bloom, T. Alper, H. Weiss, New York.

The Charles Freihofer Baking Co., general baking; capital, \$150,000; incorporators, C. F. Freihofer, Philadelphia, Pa.; C. C. Freihofer, E. H. Freihofer, Troy.

The Scheuer Co., Orange, N. J., to deal in groceries; capital, \$100,000; incorporators, L. Frierger, I. S. Forehlich, T. Scheuer, Newark, N. J.

\*\*\*

A petition in bankruptcy has been filed this week against Hugh Harte, a retail grocer at 99 Ninth avenue, by three of the jobbing houses. His liabilities are placed at \$4,000, with no assets. It is alleged that within the last two weeks he sold his stock at auction.

George D. Greenwood, a wholesale fruit dealer at 328 Washington street, filed this week a voluntary petition in bankruptcy. Liabilities are placed close to \$45,000, of which \$28,500 is secured; assets less than \$2,000. He has been in the business twenty-seven years.

At the hearing at Albany on the Roosevelt Bill for licensing commission merchants, there was a big attendance of representatives of the West Side wholesale trade, including members of various associations of fruit, produce and butter and egg dealers.

It was stated at the hearing that the bill will be modified so as to cut out the bonding requirement and also so that the shippers cannot obtain the name of the commission merchant's customers except when valid reason is shown.

Even with these modifications, however, the bill was opposed by the representatives of the various associations. They argued that the entire subject should be considered with care by proper committees before a bill could be drafted of a suitable and practicable character. They invited the legislators to provide for an impartial investigation of the entire subject.

Senator Roosevelt, it is said, will push the bill and try to have it enacted at the present legislative session.

\*\*\*

The new Tea Board, appointed by the Secretary of the Treasury, has been in session here for several days selecting samples that are to be used as standards during the coming year.

#### SUMMARIZED MARKET CONDITIONS.

Spot coffee continues quiet, as the country is buying only for re-

quirements, pending developments in options. Prices are nominally unchanged, with Rio 7s at 13½ cents and Santos 4s at 15⅜ cents.

Teas are quiet and steady. Distributors are buying both blacks and greens in fair volume, as they were evidently in need of supplies to make up deficiencies. The trade is closely watching the tariff developments, in the hope of getting a line on the action to be taken.

Refined sugar was cut during the week, rather to the surprise of distributors. The Arbuckles are now asking 4.30 cents for the daily production, while other interests are asking five points more on all orders. The withdrawals are fairly large to cover actual requirements. It is said that the local refiners now have sufficient business to keep them occupied for some time ahead, so

no further cutting for the present is at all likely.

In the canned goods trade the interest centers this week in the Louisville convention, which will take up the time and attention of the canners and distributors. The convention gives an opportunity for buyers and sellers to get together and exchange views so that the effect may be seen in a better understanding on various subjects. Most of the actual business this week is of a jobbing kind and to piece out supplies. Canned tomatoes appear to be steady on the basis of 80 cents f. o. b., Baltimore, for No. 3s, although most of the packers are asking 2½ cents more. The packers are not exerting any selling pressure. Corn, peas and other vegetables are quiet.

In canned fruit the business is of a piecing character. There is

(Continued on page 20.)



## You Can't Possibly Lose

Probably the most important thing to you about **Wheatena** is the fact that you can't possibly lose on it—we guarantee it in anybody's hands.

Any manufacturer who gives a guarantee as wide as that must certainly be pretty sure of his goods.

We are sure. We know **Wheatena** is the most delightful wheat cereal made (the hearts of selected wheat) and the greatest repeater of the cereal line, bar none.

**The Wheatena Co., Rahway, N. J.**

Member of the American Specialty Manufacturers' Association



## Going! Going! Almost Gone!

February, the shortest month of the year, half gone. There is still time for you to get some of the bargains being offered this month. Send us your full list of wants and you will be agreeably surprised at the prices; we want your business :: :: ::



**SYRUPS**—The market is higher on all mixed Syrups; don't forget prices have been low, and we are liable to see somewhat higher prices; we will favor you all we can on any orders you may send us. Our brands are well known and popular, always up to standard and run uniform in quality; **ROYAL TABLE SYRUP**, a leading favorite, bright and clear and fine flavor; **CHALLENGE TABLE SYRUP** is another favorite. Our brands include **GILT EDGE**, **KING "B" DRIPS**, **WHITE CLOVER SYRUP**, **EX. AMBER SYRUP**, **CRESCENT**, extra fancy, cloudy; **QUAKER CITY SYRUP**, and others. Also carry a full line of Sugar Syrups and New Orleans Molasses. Send us your orders.

**GOLDEN WAX BEANS**—Here is an opportunity to buy high-grade goods at bargain prices. We offer for this week only our celebrated **CRUISER BRAND N. Y. Stringless Golden Wax Beans** at \$1.10 per dozen, regular price, \$1.25; no one more than five cases.

**BROOMS**—A large purchase enables us to sell you brooms at greatly reduced prices: No. 200 Four-tie Parlor Brooms, well made, substantial and strong, \$2.25 per dozen; No. 6 Four-tie Parlor Brooms, good and well made, regular \$2.30 grade, at \$2.10 per dozen; No. 9 Three-tie, a special drive, at \$1.90 per dozen. Include order for Hand Scrubs.

**KIRK, FOSTER & CO. WHOLESALE GROCERS 209 NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA**





#### CXCIV.—A Warning to Business Men Who May be Asked to Sign Stock Subscriptions.

I believe a suggestion of mine as to one phase of corporation law, may save some reader of these articles a disagreeable surprise or a loss. Two cases arising recently in my own experience have brought the point to my attention.

The text of this article is that no man should sign a subscription to the stock of a corporation without first learning exactly what liability he is thereby assuming. Very frequently the liability he is assuming is several times what he thought it was.

Several months ago a co-operative buying organization of retailers was started in New York City. It obtained a charter with a large capital under the laws of New York State, and started under rather rosy auspices. The plan was like that of most co-operative enterprises: to buy in large quantities direct from the manufacturer, and distribute to the members without profit. There is of course no reason why every such plan should not succeed, provided first it can buy its goods on a proper basis, and second, that it can be economically managed.

A retail dealer some distance from New York invested several hundred dollars in the stock of this corporation, his main reason being so that he could buy goods there. The subscription contract which he signed was the usual form of an installment contract, providing for regular payments at certain intervals.

He made several payments, and also tried to buy some goods. His efforts in the latter direction were not very successful. The company was very badly managed, orders went astray, or were delayed, and in the end he decided that the company could do him no good, and he would drop out. He still owed a considerable sum on his stock subscription, however, and also owed

some money for goods bought. So he offered the corporation its choice of two propositions: First, to accept what he had already paid on account of stock and let him off as to the balance, or second, credit his merchandise account with the money he had paid on account of stock, whereupon he would pay the balance, if there was any. The corporation declined both offers and served notice that he must pay what he owed for merchandise, and also the balance on his stock, otherwise suit would be entered.

What chance he has of escape I will discuss in a moment.

In another case a certain business man signed a subscription for a number of shares in a corporation, and paid 10 per cent. of their price, as he was obliged to do under the laws of his State. The corporation started to go ahead and incurred debts of over \$2,000. None of the stockholders paid any more in, and the concern simply laid down and expired.

The heaviest of the company's creditors were stockholders, and on account of this they did not proceed against it to recover their claims for over two years. Then the subject arose one day and the largest creditor, on advice of his counsel, demanded payment of his account. Of course there was no money, and the creditor then demanded that the company collect from all stockholders the balance remaining unpaid upon their subscriptions. To make a long story short, my friend was obliged to pay considerably over a thousand dollars to an enterprise that was already dead. It is fundamental that a subscriber to the stock of an insolvent corporation, who has only paid a part of his indebtedness, can be compelled to pay the balance, in order that funds may be raised to pay its debts.

Now what protection can be had

against possibilities like these? In the average case there is no protection. The man who signs a stock subscription is in the ordinary case liable for the entire amount named therein, even though the company has failed, and paying his money is like pouring it into the seas. He is liable even though the whole enterprise has been abandoned.

There is no way in which this can be avoided in the ordinary case. I have many times had difficulty in convincing partly-paid stockholders in a co-operative corporation which had failed, and who also owed the company money for goods, that they could not balance the money they had paid for stock against the money that they owed for merchandise. Naturally they felt that as the corporation had the money they had paid for stock, which now that the enterprise had failed, they would get no return from, it should not ask them to pay the debt for merchandise. Nothing, however, is better settled than that in such a case the corporation can collect both the balance due on stock and the sum due on merchandise as well. The two are separate and distinct obligations.

The above applies to the average case. Occasionally a condition arises in which the stockholder, asked to pay the balance of his subscription, can escape. Generally speaking, where the facts allow it, he can make any of four defenses:

First.—That the whole character of the enterprise has been materially and radically changed without his knowledge, consent or affirmation.

Second.—That certain conditions to which his subscription was subject, have not been performed.

Third.—That fraud or false representations were used in procuring his subscription.

Fourth.—That the purpose of the company is illegal or illegitimate.

There are a number of variations upon these, but generally speaking, if the facts of the case do not allow the making of any of these defenses, the subscriber may as well pay first as last, for if he is not execution-proof he will be obliged to in the end.

(Copyright, February, 1913, by Elton J. Buckley.)

Question: W. L. Benedict, Wells-ville, N. Y.—Earl D. Jones, an undertaker of this place, owes me \$16.10 for groceries and cigars. I have it in the form of a judgment.

Is there any way of getting this money when he has a funeral, or would it be unlawful to advertise it for sale?

Answer.—You should be able to recover this money very easily. The next time Jones is employed as an undertaker, and before he has collected his money, issue an attachment execution under your judgment against the fund in the hands of Jones' customer. Probably if you tell him you propose to do this he will pay without further trouble.

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

#### Pennsylvania News Items.

At the monthly meeting of the Pittsburgh Retail Grocers' Protective Union definite action was taken towards several bills before the present session of the Legislature. C. A. Bell, secretary of the organization, was instructed to communicate with the law makers, asking them to favor the passage of the following measures: The repeal of the mercantile tax law; the bill to prohibit fraudulent advertising; the bill for the attachment, garnishee or collection law, now in full force in many of the States, and a bill to regulate the sale of groceries, produce and the like, both wholesale and retail, by weight.



## Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s  
Department Food Stores, Dover, N. J.

**Shift Things.**—Display shows life. Life attracts business. Dead stores arrived in the 60's—we've passed the dead age. To be a success you must shift things. That display of corn looked good a month ago. Take it away. It's far too old a story now. Your advertiser doesn't use the same stuff every week. One argument. You're an advertiser. You use the original—right on the ground floor. He puts it on paper. He does the inviting. You do the clinching. Oh the power of display!

Wasting store space is just as bad as wasting newspaper space. A good clerk studies his floor and counter space and figures how much he can get out of both. You sit back and imagine that your work is just passing goods over the counter to people, simply that kind of work. Good and all as it is it will never get you up the ladder. What did that fellow that was promoted last have on you? Size up both men honestly just as though you were going to hire one of them yourself.

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**Butterine Talk.**—"Firsts" creamery is soaring around the 40-cent mark and renovated of course based on the "Elgin Board" price. People can't stand these prices, and by people is meant the working class. The writer makes a feature of displaying print butterine in original cases piled up four or five high on the counter with a sign 4 x 8 on each case. Not only that, but clerks are instructed to talk it and the talk goes something like this: "Do you know what we're having great success with? Our Creamery butterine. It isn't at all what people a few years ago thought it was. It hasn't that rancid nor that tarry taste that poor butter has. It is very cleanly made, perfectly wholesome, and we are selling it at about half the price we can afford to sell best butter at. I want you to try some to-day on my recommendation, but don't let on to the folks at home that it is butter-

ine until it has been served several times."

Heart-to-heart talk like that will hold your butter trade and at the same time you will be doing a good educational work.

\*\*\*

**Pushing Potatoes.**—"A display of potatoes on the grocery counter wouldn't look just right" you say. But that not "looking just right" is just the game, sir. We might paraphrase "A thing well bought is half sold"—"A thing out of place is half sold." It immediately attracts attention. Being where they belong doesn't strike anybody—no more than glass goods in a window strike anybody. Remove the glass goods and put turnips in there and watch the effect.

In addition to this counter potato show get someone to cook a peck of them with the jackets on.

In other words, gentlemen, do things that the other fellow doesn't do and that he would consider crazy nonsense.

\*\*\*

**In Selling Peas** use tact. A woman may think she wants the best when she really doesn't. Twenty cents might scare her and spoil your sale, whereas 12 cents will hit her just right. Yet there are people who are apparently pea extravagant and who will turn down even a sifted 15-cent Early June. Get a line on their price and you can talk.

One thing you will observe in pea selling—the woman that has used the tiny peas will come again for them and gladly pay the price. She may use a big lima bean or a cheap string bean, but it seems hard to go back to the standard pea.

Florida eggplants range from \$2 to \$2.25 per crate, and are wanted in moderate quantity. The quality is good.

Michigan rhubarb is cheap—40 to 50 cents per bunch. The demand is light.



## SKIPPER SARDINES

A GOOD THING

SKIPPER SARDINES are the finest Norwegian Sardines that come to this country, from a land that packs the finest Sardines in the world. Tender, spicy little fish in pure olive oil or tomato sauce. Your customers are sure to like them.

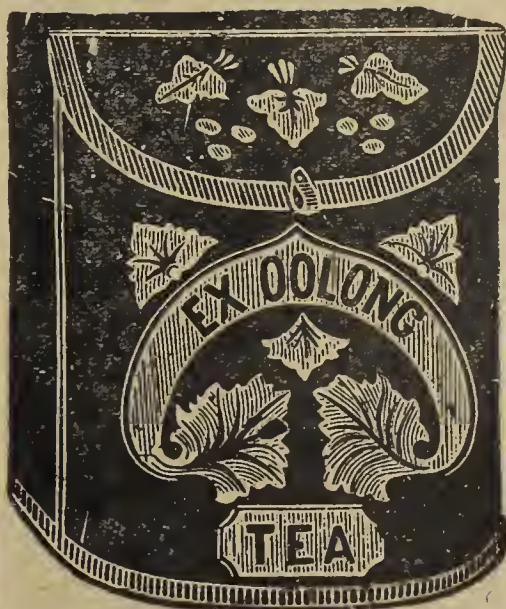
There has never been a Sardine success like SKIPPER SARDINES; why? First, because of quality, of course, but second, because we guarantee both the sale and your profit.

Angus Watson & Co.

SOLE PROPRIETORS "Skipper" Sardines.

1011 Chestnut Street, Philadelphia, Pa.

Branch of Angus Watson & Co., Newcastle-upon-Tyne, England



## Tea and Coffee Canisters

I Make a Full Line.

Spice Cans to Match

Fine line shown in my catalog.

Grocers' Tinware to Order

H. F. HEACOCK

51 N. Second Street

PHILA., PA.



## How to Play Safe on Butter

¶ Gurnse butter gives more value for the money to-day than any other brand or grade of butter sold. Considering the state of the market, Gurnse ought to command a much higher premium over the cost of ordinary butter than it does.

¶ Gurnse butter is guaranteed to be the finest dairy butter possible to make. It is also guaranteed to satisfy the most exacting of your customers; if it doesn't, refund the money and ask us for it.

¶ The grocer who would like to be relieved of all the bother and uncertainties of his butter department needs only to stock Gurnse and feature it.

Packed in 20, 30 and 50-pound boxes—pounds and half pounds—44 cents  
Prices subject to market changes.

P. F. BROWN & CO.

39-41-43 SOUTH FRONT STREET  
PHILADELPHIA, PA.





### No Poetry in My Kind of a Salesman's Business.

You know, our business ain't a bit like a lot of other businesses; in one thing, anyway.

You can't put over any bunk schemes of getting a hearing like the other fellows can. When I go into a man's store to sell goods, I've got to tell him right off the bat what I'm there for, or me for the cold and snowy sidewalk. No nonsense wanted, believe me.

I sometimes wish I was in the book business—that's where they put over the foxy schemes to get a customer hungry before they put over their proposition. I know a lot of book salesmen—I meet 'em on the road, and take it from me, they are the real blue foxes with white tips on their tails.

Here's what I mean: I was home a couple of days last week and while I was loafing in the store one day a book man came in selling a cyclopedia. I didn't know him; neither did anybody else.

He came in the office and asked for the boss. The first thing he shot at him was this:—

"Mr. Jones, my firm sent me down here to ask you for your opinion about a matter, and they've commissioned me to give you a set of their new encyclopedias for giving it to me."

Wasn't that a peach? No matter whether the boss wanted any books or not, he'd sit up and take notice at that, sure.

He did, too, and you could see he was plumb tickled at being asked for his opinion.

"Why do you people want my opinion?" he said.

"You're a well known man and a man of affairs," the book man said as glib as a barker at a circus. The boss loosened up some more.

Then the book man undid his samples. The cyclopedia had ten volumes and looked like some books.

"If you'll agree to the plan," said the book man, "we'll deliver

you the ten volumes to-morrow. You look them over at your convenience and give us your honest opinion of them. It don't need to be a flattering opinion; we don't ask for that; all we want is the truth."

"And for only doing that you'll make me a present of the ten books?" said the boss.

"Exactly."

Now I've been up against book men so often that I knew there was some bunk in there somewhere, and I was waiting for it to come out.

"Well," said the boss, "I don't see why I should object to your giving me a set of books. Do you, Bill?" he asked me.

"Sure not," I said, "if that's really what they intend to do. Ain't there any string to the thing at all?" I asked the book man.

"No string whatever," he said. "Mr. Jones gives us his opinion and we give him the books. His opinion will be worth the cost of the books to us."

"Don't he have to pay any money anywhere in the thing?" I asked.

"Not for the books," he said, "we simply make a nominal charge for keeping them up to date. That we do by getting out a supplement once a year for ten years."

"I see the end of the string, boss," I said. "What's the tax for keeping it up-to-date?" I asked.

"Merely \$25," he said.

"There it is!" I said to the boss, "I knew we'd get it after a while."

We had some more talk, and before the book man left we found out that \$25 was the real price if his whole scheme—the ten books and the yearly additions to it, and the giving 'em away was all bunk.

But wasn't it a peach of a bunk for getting past a man's guard?

When the thing was turned inside out the boss changed his mind and the book man went out to hunt somebody else to give ten books to.

Now just try to imagine a sales-

man in my line trying to get a thing like that over. I wonder how it would go, anyway. Suppose you go out to sell dried peaches at 10 cents a pound and prunes at 9.

"Old man," I say to a grocer, "my boss wants your opinion on a new lot of prunes he's just got in, and he's sent me out here to offer you a 50-pound box if you'll give it to him."

The first thing "old man" would do would be to call the dog, and if dog wasn't around he'd squirt kerosene on me. If he was easy and was willing to talk to me about it, I'd tell him, when the time came, that there wasn't any string to it—except that we expected him to order a box of peaches at the same time, because the prunes were so delicate they got lonely if they didn't have peaches along with 'em.

"What's your price for the peaches?" he would say.

"Only nineteen cents a pound in 50-pound boxes," I would say, and then me for the ambulance.

It's a darned shame there ain't more poetry in our line. I saw a magazine salesman walk into the store of a customer of mine a week or so ago and lay down a peachy-looking little clock on the counter.

"I'm going to give you that," he said.

Just as the grocer was about to swipe it in he let out that it was free with a year's subscription to the "Nursing Mother's Friend," or something like that. But he got the grocer interested right from the start, don't you see? Nope, he didn't get the order, but he might have.

I've always had an idea for a scheme to sell goods. Some day I'll try it. It's to go in a store where I ain't known and throw a fit on the floor. None of these lady-like fits—a real howler. In a minute I'd come to and say that

an order was the only thing that would keep me from having another worse one.

THE STROLLER.

## OBITUARY

FINLEY ACKER.

Finley Acker, one of the best known retail grocers in the United States, and the president of the Finley Acker Co., operating three successful stores in Philadelphia and one in Atlantic City, died Wednesday last at his residence 4943 Rubicam avenue, Germantown, after an illness of only three weeks from kidney trouble. He was only fifty-six years old.

Mr. Acker was the founder of the Finley Acker business, but he had been aided almost from the beginning by his two brothers, A. Lincoln Acker, general manager of the Acker business and now sheriff of the county, and Durbin S. Acker, the financial manager. Finley Acker also had extensive interests in the Pratt Food Co. and in the Midland Pennsylvania Railroad Company, a branch line which runs through the Lykens Valley, Pa.

The first store established was No. 121 North Eighth street, and the next was at Twelfth and Market streets, under the Reading Terminal. The last was the Acker Quality Shop at Twelfth and Chestnut streets, which was Finley Acker's own idea and was not expected to succeed by most of the trade. From the start, however, it is believed to have been the most profitable of the Acker enterprises, including the restaurant which was run in connection with it.

Perhaps the best known success ever won by the Acker Co. was their 39 cent bonbons, which are still sold all over the United States.

Finley Acker was as well known as a public man as he was a grocer. He was president of the Philadelphia Chamber of Commerce, had been president of the first National Pure Food Commission many years ago, and was prominent in all local public movements. All his life he has been a grocer, starting for himself at the age of twenty-one, after serving as errand boy, clerk and salesman for Curwens, Stoddard & Bro. and other firms. He was the son of a clergyman and originally came from Lehigh County. A widow survives him.



# THE GROCERY MARKETS

## Tea.

There has been no change in the market during the week. The demand is very quiet, all buyers holding stock as they need it for actual and immediate consumption. Prices throughout are unchanged and steady.

## Coffee

The market for Rio and Santos coffee is easier, probably  $\frac{1}{8}$  cent per pound. The dullness of the demand and coffee failures abroad have contributed to the weakness. Mild grades are unchanged and in moderate request. The resumption of revolutionary conditions in Mexico seems reasonably sure to affect the market for Mexicans, though it has hardly done so yet. Java and Mocha are quiet and unchanged.

## Sugar.

The sugar market has been somewhat uncertain during the week, and there have been a few slight upward fluctuations. At this writing the quotation on granulated sugar is 4.30 to 4.35 cents, with apparently no prospect of any materially higher prices, as Cuba is producing a lot of sugar. The consumptive demand for refined sugar is quiet.

## Syrup and Molasses.

Glucose is unchanged, though there was some expectation of an advance, owing to the strong corn situation. Compound syrup has been stimulated somewhat by the cold weather, but sugar syrup and molasses are both quiet and unchanged in price.

## Fish.

The demand for mackerel during the past week has been somewhat better and holders are feeling a little stronger in their ideas. There is no special keenness to the demand, however. Cod, hake andaddock are fairly active at ruling prices. Salmon of all grades dull and unchanged. Imported sardines scarce and firm. Domestic sardines quiet at ruling quotations.

## Canned Goods.

There are still rumors of sales of spot tomatoes at 80 cents delivered in a large way, which is equivalent to a drop of  $2\frac{1}{2}$  cents, but these when run out, seem to be of goods not quite equal to stand-

ard. Actually the tomato market is unchanged and quiet. Nobody is taking any interest in future tomatoes except for some fancy grades. Corn and peas, both spot and futures, are unchanged and quiet. Apples dull and unchanged. California canned goods are in fair consumptive demand at unchanged prices. Lemon cling peaches are getting scarce on the coast, but the price is unchanged as yet. Small Eastern staple canned goods are dull at ruling quotations.

## Dried Fruits.

Prunes are inclined to be easy; demand light. Peaches and apricots are dull and unchanged, prices on both, however, being steady. Raisins and currants are both in seasonable demand, prices unchanged. Other dried fruits moderately active at ruling quotations.

## Beans and Peas.

The market for domestic pea beans is somewhat unsettled. There have been rumors of sales as low as \$2.25, but the Eastern market is a fraction higher than that. Marrows are also somewhat uncertain, with rumors of varying prices, but first-class stock is bringing as high as \$3.35 per bushel in a large way. California limas are unchanged and fairly active. Scotch peas, because of the inroads made by imported peas, and various other reasons, are selling low in spite of the small crop—\$2.25 per bushel in a large way.

## Butter.

The consumptive demand for butter continues very active, and all receipts are absorbed on arrival. The market is firm at an advance of 1 cent per pound on all grades. Present receipts are light and the situation is firm and healthy.

## Cheese.

The cheese market remains about the same. The consumptive demand is only fair and the comparatively light stocks are still large enough to go round. The demand is likely to improve in the near future, but prices are already high and will likely not advance. Under grades are slow and draggy.

## Eggs.

The receipts of new laid eggs continue very liberal. There is,

however, an active consumptive demand and the receipts clean up every day. The market is firm on the present basis, and continued cold weather would likely cause an advance. From now on it is a weather market. Stocks in storage are still excessive and the light demand makes but little impression.

## Provisions.

Everything in smoked meats is firm and in moderate consumptive demand. The firmness is due to the high cost of hogs, and this may cause an advance in all cuts in the near future. Pure lard is firm at an advance of  $\frac{1}{4}$  to  $\frac{1}{2}$  cent over a week ago, and with a good consumptive demand. Compound lard is firm with a better consumptive demand. Dried beef, barrelled pork and canned meats are unchanged and in moderate demand.

## INDIVIDUAL MARKET REPORTS.

### Spices.

The market is active, demand being most satisfactory. Ours is the cheapest of the world's markets on most articles in the spice line. Stocks are very narrow and small, and considering the prices in Europe are so much higher than in effect here, it would not surprise us to see advances throughout the list.

Pepper in good demand. Foreign markets are higher than spot prices here. Lampong is reported scarce on spot, with very little enroute. All grades are firm.

Red peppers in good demand. Cheaper grades very scarce.

Cloves.—The demand here is good. Prices are higher abroad.

Pimento (Allspice) quite steady; in fair demand, but unchanged in price.

Mace exceedingly scarce, especially the better grades, and firm in price.

Nutmegs in better demand. There has been some large trading during the week and prices are some little higher. We expect to see further advances during the coming month.

Cassias.—All grades in fair demand at steady prices. Ceylon cinnamon is very firm and higher prices probable.

Gingers firmer for all grades. Spot demand is active.

Tapiocas steady and in fair demand.

Paprikas.—Hungarian steady, but unchanged. Spanish active at generally unchanged prices.

Seeds, Herbs, Etc.—Canary much higher on account of scarcity. Celery firmer. Caraway in better demand at slightly higher prices.

MCCORMICK & Co., INC.

Baltimore, Md.

## Standard Canned Goods.

### No. 1

All in all, it was a dull market for canned goods last week, and even the small daily orders for little lots of assorted goods were fewer than in the week previous. There was, however, some further buying of spot tomatoes in small lots, and the holders of that article take the view that nothing worse than has already happened can occur in the market between now and the next canning season. The remarkably open weather has helped the sales of tomatoes very much, and a long spring season would add that much more time in which to market the goods. With six months to come before the next crop will be ready for canning, some of them the heaviest consumptive months of the

## The One Pure Sugar Syrup

Lyle's Golden Syrup—perfectly clear, a beautiful golden color, so neutral micro-organisms can't live in it. Absolutely free from preservatives. A product which every one keeps buying. If you want to please your trade tell them about it.

26% PROFIT

Sure sales and pleased customers.

H. Kellogg & Sons

Philadelphia

## IMPORTANT

### Retail Grocers



who wish to please their customers should be sure to supply them with the genuine

**Baker's  
Cocoa and  
Chocolate**

Registered  
U.S. Pat. off

with the trade-mark  
on the packages.

They are staple goods, the standards of the world for purity and excellence.

MADE ONLY BY

**Walter Baker & Co. Limited**

**DORCHESTER, MASS.**

Established 1780



year, it is reasonable to assume that some improvement in the prices is possible and even probable.

There is a firm undertone to the market for future tomatoes, and the country canners in this section are not at all inclined to push the sale of them at to-day's quotations. They are accepting orders for lots of, say, one to three or four cars, but offers of large size orders at a shade under their prices don't tempt them to do business. The canners located in Baltimore will not accept any orders at the country canners' prices, and, as a matter of fact, very few of the city canners will accept any orders at our quotations for delivery f. o. b. Baltimore. It is accepted that the advance in the cost of cans, cases, etc., has come to stay through the season, and that makes the purchase of futures look to be safe, with the added chance of a higher cost for the crop of 1913. There appears to be little risk to the jobber in buying future tomatoes conservatively at to-day's prices.

Sweet potatoes was the one other article in the line of spot vegetables that showed any life last week, though only in a small way. A reaction from the low prices for that article is overdue. String beans, lima beans, kraut and soaked peas moved out in little lots. Corn and peas are resting quietly.

The stocks of pineapples here are certainly very small, and they were reduced a little bit more last week. Pears and apples were fairly active in a small way. Outside of those three items no fruits changed owners last week. Not a single inquiry for futures in any line of fruits received as yet, notwithstanding the fruit killer is abroad. According to the newspaper reports the warm winter means a fruit famine next season.

Cove oysters are strong, but less active and the prices are unchanged.

THOS. J. MEEHAN & Co.  
Baltimore, Md.

#### No. 2

There is a better inquiry for spot goods and particularly for the better quality. While it is stated that 3s standards can be bought at 77½ to 80 cents, it has been found that upon examination of samples that the quality is poor.

Just stop and think—there are eight months ahead of us and possibly not more than enough goods to go around, even taking into consideration these so-called standard tomatoes.

There have been large quantities of corn marketed, even though only four months of the season have gone by. On account of the market price at which corn was being offered, it has meant that the canners who possessed better quality either had to meet the market or hold on to same awaiting for this off grade and cheap corn to be got-

ten out of the way, and there is not a doubt but what a great deal of it has.

Good and fancy corn can be bought on a most reasonable basis at the present time, and we think those who need to replenish these stocks would do well to pick up some of the offerings that are being made now.

There is a tendency on the part of all the packers to reduce their 1913 acreage (it is reported in some instances that it will be cut in half), and this means a curtailment of the pack, and we cannot help but feel that this article is bound to do better in the next few months. Almost every day there are orders coming to hand and we find that it is not so easy to pick up these bargains as it was a few weeks ago.

WILLIAM SILVER & Co., INC.  
Aberdeen, Md.

#### Imported Fish Specialties.

Holland Herring.—The market in Holland is very firm and higher. The market here has been stimulated by the colder weather and Holland herring are now moving more freely, but prices are practically unchanged.

Norway Mackerel.—The Lenten trade had some effect on the market for Norway mackerel. They are selling more freely and while prices do not show a perceptible advance, on the whole demand is decidedly better and prices very much firmer.

Imported Oil Sardines.—Demand continues very satisfactory. The small stocks of French sardines are gradually being cleared and will soon be out of the market. A number of brands of French sardines for which there is a steady good demand are entirely out of the market.

In Norway the catch has been so unsatisfactory of late that most of the fishermen have given up the catch of sardines and are now preparing to go out for the spring herring fisheries. The winter season in Norway has been we believe the poorest on record and fewer sardines have been packed than ever before. Naturally this is gradually showing its effect on the market. With very few exceptions the prices for Norway smoked sardines have been advanced and stocks are diminishing. When present stocks are exhausted, prices are bound to be advanced all along the line, provided that the Norwegian canners adhere to their present agreement and hold firmly at the selling price which the combination has fixed. They are likely to stick to their agreement because if they don't they will be obliged to pay heavy fines. For several years past the packers of Norway sardines have complained that they have been working at a loss, and for this reason they claim they were obliged to enter into this selling combination. The large im-

porters in this country are in perfect harmony with this agreement, because they also have been working the Norway sardine business at little or no profit of late.

STROHMEYER & ARPE Co.  
New York.

#### MARKET NOTES.

Florida beans are a little high—\$3 to \$3.25 per one-third barrel. The demand takes all available stock.

Hothouse radishes are plenty and cheap—\$1.50 to \$2 per 100. The demand is fair.

Red beets are coming from New Orleans and range from 2½ cents per bunch down. The demand is slow.

Florida tomatoes are still rather high—\$2.50 to \$3 per crate, demand fair. Fancy hothouse tomatoes average 40 cents per pound.

New Bermuda potatoes range from \$5 to \$6.50 per barrel, according to size. The demand is slack.

Florida oranges and grapefruit are both in regular receipt and in fair seasonable demand at unchanged prices.

#### THE NEW YORK LETTER

(Continued from page 15.)

buying here and there of the more popular grades of California fruits, with some activity in Southern pears and peaches.

Dull conditions prevail in dried fruits. The mild winter, competition of fresh fruits, and especially of cheap apples, are said to have kept down the consumption below the normal for the season. It is also said that the retail trade and wholesale, too, are not inclined to dispose of products on the basis of the present wholesale market quotations, but base their selling prices on what they paid. This is natural enough for distributors and retailers, who do not care to take the burden when the market falls, not even to oblige their good friends, the brokers. California prunes, out of store, New York, are moving slowly on small jobbing orders. Reports from the coast are that the packers are now offering concessions in prices. Spot raisins and currants are easy in tone.

The local flour market is still waiting for the absorption of the heavy stocks that accumulated.

Prices have not gone down, however, because of the surplus stocks. The best prices that the buyers can get from the mills is \$4.40 for spring wheat patents in jute. This is 15 cents higher than the bottom of the market, reached several weeks ago.

After advancing a little last week, butter has continued firm. The fresh creamery extras are selling at 37½ to 38 cents, with a fraction more paid for some special marks. There is a good demand for high grades in the firsts, which range from 34 to 36½ cents. There is also a fair amount of activity in the cheaper grades of fresh creamery, ranging from 29 to 33½. Held butter is quiet with a range of 31 to 35 cents on held firsts and extras. Process butter is a little firmer, with a top price of 27 cents for extras.

Eggs are quiet and prices of fresh gathered supplies are barely steady. Some of the holders are expecting that the cold weather of the last few days will give the market a stronger tone. The best grades of the Western fresh gathered eggs are sold at 25½ to 28 cents. There are other grades ranging down to 20 cents and lower. Storage eggs are steady at 18½ to 21 cents for the best grades. Nearby eggs are plentiful. As much as 30 to 32 cents are paid for fancy large white nearby eggs, but the quality must be choice to get these top prices.

FRED. A. MCGILL.

#### AMONG THE TRADE.

J. Alpheus Vansant, a former member and one of the founders of the wholesale coffee house of Sutton & Vansant, died in California last week where he had gone in search of health. Mr. Vansant had been active in reform politics in New Jersey but for the last few years of his life had been incapacitated for everything by reason of illness. Frederick Sutton, the other founder, died on the steamer Titanic last year.

The American Home Supply Co. a combination premium and trading stamp concern at 204 South Fifth street, working mostly on furniture, went into bankruptcy during the week, and was almost mobbed by 1,500 women who had paid in money which yielded no results except stamps.

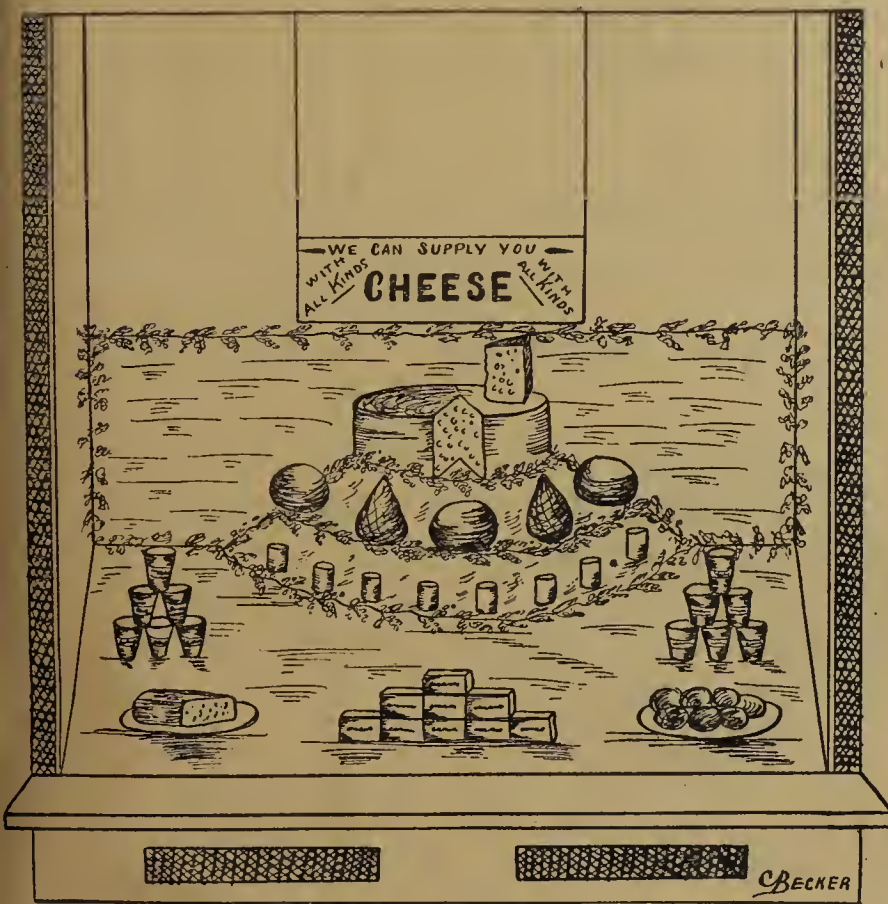




## Two More Lenten Displays

No. 1.

The cheese display is arranged as follows: First cover the bottom of the window with white crepe paper. In the centre, in front, place a pyramid of limburger cheese in one pound tin foil packages and at each side place a plate, on which display brick and hand cheese. Back these, at each side, make a pyramid of cheese in jars. In the centre at the rear place two empty cheese boxes and place boards around them to form a slant. About the centre make a little shelf to reach all



around. This done, cover it with white crepe paper and on top place a cleaned cream cheese with a generous slice cut out. On top of this place a large piece of imported Switzer cheese. Place Dutch and apple cheese alternately on the little shelf and along the bottom place limburger cheese in tin foil. Garnish the pyramid all around with artificial smilax. At the rear place white crepe paper for a background and hang smilax around the edges to finish. Suspend a neat sign card with lettering as illustrated.

No. 2.

The display of sour goods is arranged as follows: First cover the bottom of the window with white crepe paper. In the centre, in front, place a neat sign card with black lettering like in cut. On a platter in the centre display a large, cleaned fish, garnished with slices of lemon and with lettuce or celery tops, and in two deep dishes some choice oysters and clams on the half shell on cracked ice. Arrange two long



rows of pickled onions from the corners of the window towards the center at the rear, where mixed sour pickles are arranged in a large pyramid. The round pieces on which the bottles rest are lids of buckets or small barrels covered with white crepe paper. At each side place a large one gallon jar of pickled cabbage and mustard chow on a corn box covered with white crepe paper and lettered in black. At the rear place some of the white crepe paper curtain effect. Sell the bulk goods from the window, if convenient.

### Department Stores to Combine to Buy Cheaper.

Announcement was made last week that department stores in several large cities have organized the American Department Stores Corporation to consolidate their pur-

chases and get low prices from manufacturers. The wholesaler is to be eliminated. The concerns in the new company have an aggregate purchasing power of more than \$75,000,000 annually. J. B.

Shea, of Pittsburgh, has been elected president of the corporation, which will be capitalized at a nominal amount and chartered in New York. Among the cities that have representation in the corporation

are St. Louis, San Francisco, Boston and Pittsburgh. Negotiations are in progress for the admission of Chicago and New York establishments and later stores in small cities will be taken.



## WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

## FOR SALE.

FOR SALE.—Five hundred pounds nice dried apples. Will sell part or all. S. A. Bierly, Rebersburg, Pa. 7

FOR SALE.—Troemner Electric Coffee Mill for direct current, both for pulverizing and granulating. American Slicer in A1 condition. Also Dayton Computing Scales and a rebuilt No. 18 Star Coffee Mill. All at one-half price. Guaranteed to be in good condition. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 17

FOR SALE.—Stock and fixtures of an old established grocery store. Will sell for \$1,150, if sold at once. Rent \$11 per month. 5113 Lancaster Ave., West Philadelphia, Pa. 9

FOR SALE.—Stock, fixtures and property of a butcher and provision store doing a good business. Owner wishes to move to the country. To a quick buyer will sell for the low figure of \$8,500. Cor. Fifth and Twenty-third Sts., Philadelphia, Pa. 8

FOR SALE.—Stock and fixtures of a grocery and provision store. Has a good trade in cigars and tobacco. Would be a good place for fresh meats. Large, roomy house and cellar. Will sell to a quick buyer for \$1,200. Rent, \$35 per month. N. E. cor. Sixth and Porter Sts., Philadelphia, Pa. 8

FOR SALE.—Stock and fixtures of grocery and provision store. Would make good stand for fresh meats. Will sell at a low figure, \$675, if sold at once. Seven rooms and all conveniences. Rent, \$25 per month. Cor. Washington and Alden Sts., West Philadelphia, Pa. 8

FOR SALE.—Old established store and stock, large storehouse, two-story warehouse, nine-room dwelling, large barn, eight acres good land. General merchandise stock at inventory, about \$6,000. Town of 300 inhabitants, besides large farming community surrounding. Large cigar factory source of employment to townspeople. Investigation invited from anybody looking for money-making proposition. Reason for selling, other business. John D. Landis, Tylersport, Pa. 7

FOR SALE.—Stock and fixtures of general store. All new, just recently put in. Located in the best business place of Slatington. Doing a nice business. Best of reasons for selling. Address P. O. Box 454, Slatington, Pa. 8

FOR SALE.—Stock and fixtures of established grocery and provision store. Will sell to a quick buyer for \$650. Corner Summer and Vodges Streets, between Fifty-fifth and Fifty-sixth. Vine and Race Streets, Philadelphia. The property can be bought at a very low figure, \$4,500. The dwelling contains eight rooms, bath and all conveniences. The above figure includes an adjoining lot 18x60 feet. 17

FOR SALE.—On account of sickness will sell stock and fixtures of an old-established delicatessen store with steady trade. To

sell at once will accept the low figure of \$1,950. Rent, \$40 per month. Location, Sixtieth Street, south of Market, West Philadelphia. Address "Grocery World and General Merchant," 927 Arch Street, Philadelphia, Pa. 17

FOR SALE.—Grocery, cigars and confectionery. Excellent stand for delicatessen. Ten rooms, all rented, at subway and elevated. Cause for sale, sickness. If sold now will sell for \$950. Apply B. W., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 9

FOR SALE.—Stock and fixtures of an old corner grocery and provision store. Would do well with fresh meats and delicatessen. Will sell to a quick buyer for \$525. Rent, \$35 per month; 8 rooms. 1801 N. Twenty-seventh St., Philadelphia, Pa. 9

## AGENTS WANTED.

WANTED.—Salesmen. Easy money made at spare moments selling fruits, nuts and vegetables on commission basis for the "best house in Philadelphia," and not interfere with your regular position. Write quick for full particulars. Representative wanted in every town in Pennsylvania. Address, Edgar J. Thomas, 250 S. Front St., Philadelphia, Pa. 17

## WANTED.

WANTED.—Wholesale grocery account or grocery specialties, coffees, teas, etc. Established trade in Eastern Pennsylvania. Address X, "Grocery World and General Merchant," 927 Arch Street, Philadelphia, Pa. 11

## TELL YOUR CUSTOMERS THAT

RAE'S  
Lucca Olive Oil

Is the product of perfectly sound, ripe, freshly picked, freshly crushed and pressed olives, grown in Tuscany, Italy, the one place in the world where the olive reaches perfection. You will not only please them but you will build up a splendid trade on Lucca Oil at a good profit. Prices in Prices Current.

H. Kellogg & Sons  
Philadelphia

These trade-mark cross-cross lines on every package  
**GLUTEN FLOUR** DIET FOR  
DIABETICS

Kidney and Liver Troubles, Rheumatism, Obesity  
and ills arising from excess of Uric Acid

Rich in Protein. Ask your physician. Leading grocers.  
For booklet or sample, write  
FARWELL & RHINES, Watertown, N.Y., U.S.A.

## If All Grocers

knew the increased profit to them in Fleischmann's Yeast, through the sale of flour and other groceries, there would be more interest taken in the sale of this household necessity. The use of Yeast requires the use of flour, et cetera. Women generally buy these articles where they buy Fleischmann's Yeast. Aside from this, there is a fair profit in Fleischmann's Yeast and absolutely no loss.

Think it over you who are looking for increased business.

The Fleischmann Co.

## MANY GROCERS

Find it pays them to read the  
"good stuff" in

The Advertising World  
Columbus, Ohio

Sample free, or four months' trial for 10 cents

## PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.

The "Premium"  
Brand on Ham

WE must make EVERY ham that bears "SWIFT'S PREMIUM" brand give satisfaction, or the brand would cease to mean anything.

And you should have that ham if you want to satisfy your trade and build up a good ham business.

SWIFT'S PREMIUM HAMS are always tender, deliciously flavored, properly cured. What we tell you about them you can tell your customers with confidence.

PREMIUM HAMS we keep well advertised, and that makes it easy for you to sell them.

Swift & Company, U. S. A.

## WHY WORRY



over bookkeeping? Sell them a Ten Dollar or any other size of FORBES

## Indexed Coupon Books

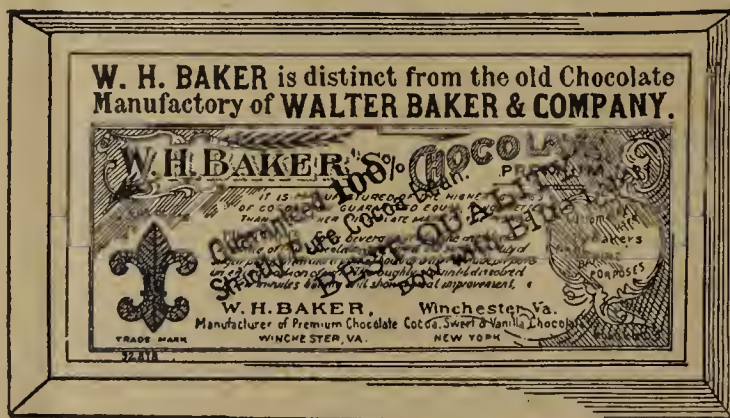
and have only one entry where you have dozens now.

We have sold millions of them. Why worry about forgotten charges, disputes, over-running accounts, losses, etc., when our books will cure these evils? Simplest and best system devised. For cash or credit. All sizes. F. O. B. your express office or by mail when necessary. Why worry?

Ask us for free samples.

J. P. FORBES, Forbes Building, Coshocton, Ohio

## W. H. BAKER, WINCHESTER, VA.



## Chocolate and Cocoa Preparations

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"

United States Serial No. 5257  
Guaranteed Under the Food and Drugs Act, June 30, 1906



## R. G. A. Will Appeal to Consumers to Aid "Canned Foods Week"

Material Prepared for Insertion in Daily Press All Over Country.  
Chicago Grocers Hand Associated Women Some Good Advice on Reducing Cost of Living. The Status of the Bleached Flour Case.

Special Correspondence of "Grocery World and General Merchant."  
Cleveland, Ohio,

February 13, 1913.

In order to aid the interests which are arranging for "Canned Foods Week," which begins April 1, 1913, during which retailers everywhere will be asked to push canned goods with especial force, the association has prepared the following letter for circulation through the daily press of the country:

To Our Friends, the Consumers of the United States:—

The National Association of Retail Grocers of the United States, together with the packers of canned goods, are contemplating a sale of canned foods during the week of April 1st.

The intent of this plan is to thoroughly demonstrate the value of canned foods to the consumer and to give them the privilege of purchasing an assortment of these fruits and foods at a cost that will be an incentive to purchase the assortment.

One of the objects sought to be attained is to demonstrate the sanitation and healthfulness of canned foods and to prove by demonstration the economy in the use of these foods as compared with winter stored fruits and vegetables. The use of canned foods if used freely will materially reduce the cost of living. It is to bring these facts to your direct attention that we have set aside this week and to specially educate the consuming public to these facts.

We will guarantee all foods bought during this sale to be pure, wholesome and up to the standard required by the Pure Food Law. The grocer will willingly return to you your money in any case when the goods are not to your entire satisfaction.

The canned foods of to-day are put up in air-tight packages and are guaranteed by the National Retail Grocers' Association.

We trust that the consuming public will watch the coming canned food week and be prepared to give this effort the support it deserves.

JOHN A. GREEN,  
Secretary.

JOHN W. LUX,  
President.

\*\*\*

To Mr. Sol. Westerfeld and his associates, Wm. J. Minter, president of the Grocers' and Butchers' Association, Chicago; Oscar M. [unclear], president of the Illinois Retail Merchants' Association, and the others belong the honor for beginning of a campaign which

is to bring the consumer and the retail dealer into closer co-operation, the object being to thoroughly understand each other and work together for a solution of the great problem, the high cost of living.

These gentlemen met the Federation of Women's Clubs of Chicago and after a continued session of several hours it was agreed that they should work co-operatively along certain lines and that from time to time special sales should be made on certain commodities and the advertising should be done by the women's clubs. It was conceded by the retailer that the women were in a better position to advertise the retail grocer and any commodity on which they would agree for special sales than any other medium that could be thought of.

Mr. Westerfeld in his contention was fortified with facts and statistics which when presented was a revelation to the ladies present. He discussed with them the recent sale of eggs and showed them that the benefit which they claimed they had derived from the sale was very questionable. Mr. Westerfeld presented the ladies with the following advice:—

1. Do not make your grocer and your butcher deliver goods two or three times a day when one delivery would suffice.
2. Do not telephone your orders; go to the store and see what you are buying.
3. Pay cash; long extensions of credits and frequent losses help boost the prices of food products.
4. Do not buy in small quantities when you can buy in larger quantities.
5. Do not always demand the choicest cuts of meat. Plain cuts often are just as good, and they are much cheaper.

At a meeting of the board of directors of the Cleveland Retail Grocers' Association, recently held, a motion was made that the secretary write all women's organizations, inviting them to a conference which shall have for its object the same as that of the Chicago woman's clubs, and the Chicago Retail Grocers' Association. A

number of other cities have signified their intention of doing so.

\*\*\*

Following is a short review by a well known attorney of the recent bleached flour case, in which the Government unsuccessfully sought to show that bleached flour was injurious to health. The lower court decided in favor of the Government, but the Court of Appeals reversed it and sent it back to be retried. Following is the summary of the case:—

In construing the decision of the Court of Appeals in the bleached flour case, it is first to be borne in mind that the case tried was considered by the Government the strongest case to support its contention. It was deliberately selected by the Government for trial out of some fifteen or more cases which it might have tried. If the Government could not sustain its contentions in this case it would seem to follow as a logical consequence that it will never be able to sustain them. Moreover, the case was tacitly understood by all parties to be a test case, and while legally involving only the flour seized, it, by implication, involved the legality of the electrical bleaching process. The main contention was as to the instruction of the trial court to the jury that the Government need not prove the flour was harmful to the consumer, and that the character, not the quantity, of the added substance, must determine the case. The court's ruling unequivocally sustains the position that a trace of nitrite in flour must be found as a fact to render the flour injurious to health before the flour can be held to violate the law. The decision is, in effect, a direct contradiction of the Wiley theory urged in the benzoate of soda and saccharine cases that substances known to be harmful in large quantities are proportionately harmful in less quantities. The Government, with the strongest array of expert witnesses possibly ever brought together in court, and after months of experimentation, did not, and could not, offer the slightest evidence that the flour seized was harmful.

JOHN A. GREEN,  
Secretary National Retail Grocers' Association.

### ASSOCIATION NEWS

Paterson, N. J.

The Paterson (N. J.) Business Men's Association is preparing for a relentless war on a list of some 300 dead beats. Suits are to be entered in many cases against delinquent customers and the judgments will be advertised for sale when obtained.

San Antonio, Tex.

The first food show ever held in San Antonio, Texas, will be held within the next few weeks under the auspices of the Retail Merchants' Association.



## Here's the Second Reason Why "Private Estate" Coffee is Different and Will Sell Better

—No. 2—

It's a blended coffee in which Mexican coffee predominates, and has a much better body and richer flavor than the average coffee you will be offered to sell again.

PRIVATE ESTATE is just what its name implies—the product of carefully tended plantations in the richest coffee country in the world. Everybody who drinks it once will want it again, if they know and like real coffee.

Packed in distinctive one-pound burlap bags, also in one and three-pound tins. Twenty-eight cents to you, whatever you like to your customer.

## Private Estate Coffee Co.

Successors to F. A. CAUCHOIS & CO.

FULTON MILLS  
21-23-25 Fulton Street  
NEW YORK CITY







Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

## General Merchant

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. LV.

PHILADELPHIA AND NEW YORK, February 24, 1913.

No. 8.



### Grocery World AND General Merchant

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## Some Advertising Frauds That a New York Campaign Killed

**New York State Has an Honest Advertising Law Similar to That About to be Passed in Pennsylvania. Some Experiences of the Associated Advertising Clubs, Which Works to Enforce the New York Law.**

Apropos of the strong prospect, reported last week, of the passage of a law by the Pennsylvania Legislature against dishonest and exaggerated advertising, the following article has been obtained from the Vigilance Committee of the Advertising Men's League of New York. New York has a law against dishonest advertising, and the League has done considerable work along the line of enforcing it. A description of this follows.

The National Vigilance Committee of the Associated Advertising Clubs of America is at war with dishonest advertising.

Co-operating with the National Committee are local committees in various sections of the country.

The co-operation of all advertising organizations and individuals, whether members of the Associated Clubs or not, is earnestly desired.

In all ninety-two cases of alleged dishonest advertising have been investigated, with the following results:—

Fourteen dropped for lack of sufficient evidence.

Thirty referred to National Committee for further investigation and action by other clubs.

Six in hands of legal section with power to act.

Eight to be bulletined to publishers and others.

Twelve objectionable features of advertising corrected voluntarily by offending advertisers at committee's suggestion.

Twenty-two still under consideration.

Thirty-two new cases are now on hand for investigation.

As a result of the committee's activities, a large amount of educational publicity on dishonest advertising has been published; many publishers have exercised a more vigorous censorship; many copy writers have exercised more care to keep their statements within the facts; many advertising managers have refused to use certain publications carrying a volume of dishonest advertising, and several large advertisers either entirely eliminated objectionable features from their advertising or took steps to prevent incorrect statements in the future.

Here are some instances of advertising frauds which were stopped:—

Case 9.—A polished rice was advertised as "Unpolished Natural Rice." The committee's attention to the case led to the Department of Agriculture compelling the manufacturer to withdraw the products thus fraudulently labeled and distributed and to put on new labels conforming to the facts.

Case 22.—A retailer who made misleading comparative values, "because his competitors did," promised to be truthful in the future and to help the committee in similar cases.

Case 28.—A catalogue house selling dress fabrics, upon being acquainted with a complaint filed with the committee, voluntarily investigated the purity of certain classes of fabrics and finding some ground for the complaint, although the adulteration was slight and far below that regarded as commercially permissible, withdrew all statements to which the committee objected.

Case 40.—A flour manufacturer eliminated from his advertising statements which the committee contended were misleading.

Case 43.—A popular soda fountain drink was advertised in a misleading manner. As a result of the committee's efforts the misleading statements were eliminated.

Case 47.—A retail jeweler was induced to greatly modify his copy upon representations from the committee.

The foregoing indicate the results in twelve cases where the dishonesty was not fundamental but merely incidental, and the committee's attitude in these cases and the results obtained clearly demonstrate the constructive nature of the committee's work.

In cases involving serious fraud, particularly where the intent to defraud is obvious, and more particularly where the article advertised

is without merit, the committee considers that drastic measures constitute the only constructive action possible. There are several such cases before the committee at the present time.

HARRY D. ROBBINS,  
Chairman The Vigilance Committee, Associated Advertising Clubs of America.

New York, February 18, 1913.

### Salmon Interests Start Campaign to Increase Consumption.

**Will Circulate Printed Matter Among Consumers to Show Importance of Salmon Industry as Well as to Show New Ways to Cook It.**

The Salmon Cannery Association of Seattle, Wash., have inaugurated a campaign to interest consumers in salmon as a food and thus increase its consumption. Considerable printed matter has been prepared for general distribution, and some of this has been sent to this journal. A part of the contents is educational, consisting of some facts and figures regarding the salmon industry, sums of money involved in it, food value of salmon, and relative cost as compared

with steaks, chops, pork, and so on. There is also some interesting matter describing the different grades of salmon, Columbia River, sockeye and Alaska.

Perhaps the most valuable matter appears under the head "Special Recipes for Preparing Salmon" the sub-headings being "How to Heat a Can of Salmon," "How to Open the Can," and then a large number of recipes, as follows: "Four Kinds of Sauces," "A Salmon Breakfast," "Breakfast Salmon Omelet," "Salmon Stuffed Hot Rolls," "Long Salmon Croquettes," "Salmon Fritters," "Salmon Loaf," "Salmon Salad," "Stuffed Eggs with Salmon Filling."

It is understood that millions of these circulars will be scattered over the United States.

According to the Cannery Association salmon is far and away the cheapest meat food on the market. The following figures are given:—

#### RELATIVE FOOD COST OF CANNED SALMON, MARKET REPORTS, 1912.

Porterhouse steak	...28 to 30 cents.
Sirloin	.....18 to 25 cents
Lamb chops	.....16 to 25 cents
Veal chops	.....18 to 25 cents
Pork chops	.....22 to 25 cents
Bacon	.....16 to 30 cents
Round steak	.....16 to 30 cents
Chicken	.....18 to 22 cents
PINK SALMON, 1-lb. can	...10 cents

## Here is Another Mail Order House to be Reckoned With

**W. & H. Walker, of Pittsburgh, Pa., Former Soap Manufacturers, Are Now in the General Mail Order Business and Sell, Among Other Things, a Full Line of Groceries. See Sample Grocery Prices.**

A new mail-order house is pushing itself to the front—the house of W. & H. Walker, of Pittsburgh, Pa. The "Grocery World and General Merchant" has obtained a copy of its enormous catalogue during the week. It contains five hundred and fourteen pages and weighs several pounds. The Walker concern used to make soap, but business was slow and it went into the soap premium business exactly like the Larkin Co. This must have paid, because the house has now gone into the general mail-order business and now practically sells everything by mail, including a full line of groceries. This is the platform on which the concern stands. It is taken from the first page of its catalogue:—

*You get nothing for a fourth of a half of your money in buying from dealers. Every cent of the profits, losses and expenses of commission men, wholesalers and retailers comes out of your pocket when buying from stores. When you deal with us you avoid this loss and keep the saving for your own uses instead of presenting it to the middlemen.*

Whether the unwary consumer who buys groceries from W. & H. Walker saves "a fourth to a half" of his or her money, the retailer who reads the following prices will judge. There are about thirty pages of grocery quotations, and at random from these the following are taken:—

Sugar, 25 lbs.	.....\$1.00
(When included as part of a \$10 grocery order.)	
Walker Rolled Oats, 4 lb. pkgs.	.....
Shredded Wheat Biscuit, 3 pkgs.	.....



Walker Corn Flakes, 3 pkgs...	.20
Shredded Wheat Biscuit, case..	3.58
Grape Nuts, 3 pkgs.....	.36
Grape Nuts, 24 pkgs.....	2.70
Puffed Rice, 3 pkgs.....	.37
Puffed Rice, case .....	4.25
Cream of Wheat, 3 pkgs.....	.39
Cream of Wheat, case.....	4.45
Compound Vanilla Extract,	
2 1/4-oz. bottle .....	.17
Walker Cocoa, 1/2-lb. can.....	.17
Walker Black Pepper, 1/2-lb. tin,	.13
Walker Cinnamon, 1/2-lb. tin...	.23
Walker Ginger, 1-lb. tin.....	.31
Royal Baking Powder, 1-lb.	
can .....	.41
Magic Yeast .....	.15
Arm and Hammer Soda, 3 1-lb.	
pkgs. ....	.15
California Prunes, 70s, 5 lbs...	.38
California Prunes, 50s, 5 lbs...	.43
California Prunes, 40s, 5 lbs...	.50
Fancy Evaporated Peaches, 2	
lbs. ....	.20
Seeded Raisins, Fancy, 3 1-lb.	
pkgs. ....	.23
California Lemon Cling	
Peaches, per can.....	.22
Hawaiian Sliced Pineapple, per	
can .....	.18
No. 3 Tomatoes, 3 cans.....	.30
Sifted Early June Peas, 2 cans,	.47
Standard Corn, 3 cans.....	.22
Fancy Maine Style Corn, 3	
cans .....	.31
Domestic Quarter Oil Sardines,	
3 tins .....	.14
Burnham & Morrill Fish	
Flakes (small), 3 tins.....	.25
Red Alaska Salmon, 3 No. 1	
tall cans .....	.43
Burnham Clam Bouillon, 7-oz.	
bottle, per bottle.....	.20
Beardsley's Shredded Codfish,	
3 pkgs. ....	.25
No. 1 Bloaters (100-115 count),	
10-lb. pail .....	1.90
Potted Ham, 3 No. 1/2 cans...	.53
Walker Ketchup, 3 bottles...	.57
Cider Vinegar, 5-gal. keg....	1.35
Fancy Head Rice, 10-lb. sack...	.60
California Lima Beans, 5-lb.	
pkg. ....	.36
Walker Flour, 49-lb. sack....	1.32
Walker Apple Butter, per can,	.20
Walker Fig Newtons, 5-lb.	
pkg. ....	.45
Open Kettle New Orleans Mo-	
lasses, 3 No. 2 1/2 cans.....	.48
Evaporated Milk, 3 tall cans..	.27
Walker Gasoline Borax Soap,	
30 10-oz. cakes.....	.98
Brooms (22 pounds to dozen),	
per bundle of 3.....	.68

As will be seen, the major part of the goods have their quality and their comparative price concealed under the Walker private brand. If the bill now pending in the Pennsylvania Legislature becomes a law, the Walker concern will have to state on its labels the names of the manufacturers who back its goods.

There appears to be a strong disinclination among the retail trade at present to throw much trade to manufacturers who are helping the greedy mail-order houses steal trade all over the country.

Contrary to the impression W. & H. Walker are endeavoring to create, they are not first hands as to most of their products, because in their catalogue they admit that many goods they do not make, but have made for them. Of course this makes them one of the very middlemen they slur.

Written for the "Grocery World and General Merchant."

## Says it Would be Expensive, Unnecessary and Unfair to Make Produce Commission Merchants Take Out License and Deposit Bond

**An Answer to this Journal's Observation that the Bill Now Pending in New York State is Good. New York Merchants' Association Opposes Measure Because it Would Exclude Many Merchants from Business and Greatly Increase Expenses.**

Touching the bill now pending in the Legislature of New York State, which would compel a produce commission merchant to obtain a license from the Secretary of Agriculture and to deposit a \$10,000 bond with the State before beginning business, which bill the "Grocery World and General Merchant" commends in its last issue, the Committee on Commercial Law of the Merchants' Association of New York, of which I have the honor to be chairman, composed of representative merchants drawn from some eighteen different branches of trade, has unanimously agreed that this bill should be opposed by the Merchants' Association of New York, and for these reasons:—

The effect of such legislation, if passed, would in our judgment be to drive out of the produce commission business all houses who had a less capital than \$30,000, for none others could procure from satisfactory sureties the bond of \$10,000 provided for in Sections 284 and 285. The first effect of this would be that a large part of the capital of the merchant, instead of being employed in its normal function of financing the sales of farm produce which he was making, would have to be tied up in negotiable securities deposited by him with his bondsman. The nature of the produce commission business in the City of New York is such, being mainly transacted between the hours of 2 and 6 A. M., that persons of large means are not attracted into it. It is therefore mainly in the hands of people of modest wealth, so that it is conservatively estimated that at least half of those now engaged in it would be altogether unable to furnish the bond required. That this would be advantageous to those who were left in business is undoubted. At one

stroke they would be relieved of half of their competitors and they would therefore be able to buy cheaper and sell dearer. But this, we contend, is neither to the advantage of the farmer nor of those who consume farm products; and is an entirely unwarranted contribution to the already high cost of living in this State.

The provisions of Section 289 impose, in our judgment, an amount of detailed bookkeeping and of frequency of reports of petty sales entirely out of proportion to either the necessities or the magnitudes of the business. Take

for instance a barrel of apples. It is worth about \$2.50. At 5 per cent. the commission merchant gets 12 1/2 cents out of the transaction. For this he has to furnish storage, labor of handling, and clerk hire. The cost of postage alone for the immediate report required by Section 289 would take away one-sixth of the merchant's present margin, to say nothing of the additional cost of making the required duplicates every other day during the rush of business.

Such requirements would increase greatly the cost of doing the business. Somebody would have to pay that cost. As far as we can judge it would come out of the pocket of all farmers consigning merchandise; if not, it would be paid by the consumer. Is either of these results advantageous to the community?

The best estimate we can obtain of the number of separate packages affected by this legislation is an average of 500,000 per day, or 150,000,000 every year. Is it believed that the grievances of the farmers amount to 50,000 per annum? Is it not probably nearer 5,000? Taking the larger figure as a basis, this bill

## No Charge for This Salesman

The man who contends that window displays won't sell goods is fearfully mistaken. Probably his experience has been with the wrong sort of displays.

Window displays will sell even so conventional a staple as coffee, But they must be distinctive, which very few coffee displays are.

### Private Estate Coffee

will allow such a display, for it is packed in one-pound burlap bags, totally unlike everything else on the market. A window of these, with a placard saying that **Private Estate Coffee** is also different

because it is largely Mexican, will make sales as sure as fate.

Also packed in one and three-pound tins. Price to you 28 cents.

### Private Estate Coffee Company

Successors to F. A. CAUCHOIS & CO.

21-23-25 FULTON STREET

FULTON MILLS

New York





would throw an increased cost on 99-06 per cent. of all transactions in farm produce for the sake of protecting a maximum grievance with respect to .04 of 1 per cent. of the total. This, I admit, is important to those affected by the practices complained of, but it looks very much like a foolish waste when applied to the interest of the community at large.

EDWARD D. PAGE,  
Chairman Commercial Law Com-  
mittee Merchants' Association  
of New York.

New York, N. Y.,  
February 18, 1913.

NOTE.—The bill referred to above was discussed to some extent in the last issue. It is intended to cure the frauds and dishonesties which are practiced by some commission merchants in their relations with those who ship them merchandise. It is most radical legislation. The bill gives the Commissioner of Agriculture and his assistants sweeping powers to investigate, either upon complaint or upon their own motion, all transactions involving the receipt, transportation and sale of farm products, including all expenses charged by the commission dealer, and the Commissioner of Agriculture may revoke licenses. Provision is made for ascertaining the condition and grade of goods immediately upon their reception, and for settling disputes between the purchaser and the commission merchant.

Any commission merchant in farm produce who makes false charges, fails to make settlements therefor, fails to account for produce or with intent to defraud, makes false statements of market conditions with intent to deceive, enters into any combination to fix prices, purchases goods for his own account without authority from the consignor, and any person handling food products who makes false statements as to the grade, condition, quality or quantity of a shipment with intent to deceive, is declared by the bill to be guilty of a misdemeanor.—Ed.

#### General Store Failures Decrease, Grocery Failures Increase.

The report of January failures show a decided falling off in general store failures, but an increase in grocery failures. The figures are as follows:—

General Stores—January, 1913, 215; liabilities, \$1,957,968; January, 1912, 268; liabilities, \$1,722,194.

Grocery—January, 1913, 330; liabilities, \$1,491,114; January, 1912, 263; liabilities, \$1,029,171.

## Bill Introduced in Pennsylvania to License Persons Purchasing or Preparing Food for Public Use

Full Text is Not Available, as Bill is in Printer's Hands, But it Looks Radical. Other Pending Bills of Trade Interest. New Distilled Vinegar Measure. All Employers Must Pay for Overtime. Old Bread Bill to be Repealed.

Special Correspondence of "Grocery World  
and General Merchant."

Harrisburg, Pa.,

February 21, 1913.

A bill which from its title appears most radical is House Bill No. 448, introduced by Mr. Steele during the week. It is entitled "An Act to protect the public health and providing for the examination and licensing of persons engaged in the purchase or preparation of food for public use or consumption, and providing for penalties for violation of this act." The bill has not yet come from the printer and cannot be presented here in full. Mr. Steele told your correspondent, however, that the bill might be amended to cover only such people as cooks.

\*\*\*

A bill has been introduced in the House and referred to the Committee on Public Health and Sanitation which regulates the manufacture and sale of distilled and fermented vinegar and prescribes standards of purity and strength. The bill will be reproduced in full as soon as it is printed.

\*\*\*

Several bills have been introduced in the interest of organized labor during the current session, some of which will affect the ordinary storekeeper. For instance House Bill No. 175, which has already passed the House finally and is now in the Senate. This bill "provides for payment for overtime worked by employees in mercantile establishments and makes it unlawful to compel such employees to do extra service by threat of discharge." The measure goes into effect, if it passes, January 1, 1914, and forbids all mercantile establishments, no matter of what character, from compelling employees to work overtime without paying them. "The term overtime shall mean all extra service rendered outside the period of hours constituting the average day of labor of the employee, such average to be determined by a calculation based upon

the number of hours in a fully worked week of six days."

\*\*\*

The enemies of the mercantile tax law, who failed to convince the committee that it should be repealed, won a point last Monday when they succeeded in getting the bill to repeal put on the House calendar for action in spite of the committee's unfavorable report. The House voted to put on the calendar by a vote of 122 ayes to 70 nays, which is not, however, considered indicative of the feeling in the House toward the repeal of the law.

\*\*\*

During the past week the House of Representatives has finally passed a bill which should have been passed long ago—a bill to repeal the ancient law of 1797, which required all bread sold within the State to be sold by the pound. The law has probably not been enforced for fifty years. Everybody who made and sold bread ignored it, and bread is now uniformly sold by the loaf, not two loaves agreeing in size. The passage of the repealer bill will have no practical effect except to clean the books of one dead letter law. It is expected to pass the Senate and become a law.

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During the week a bill was introduced in the House (House Bill No. 512) "making it a misdemeanor to make or use a false statement in writing for the purpose of obtaining money, credit or the extension of credit."

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The House Committee on Health and Sanitation has agreed upon an entirely new cold storage food bill, which is supposed to take the place of the several bills that have been introduced and referred. The new bill has been referred to the House with a favorable recommendation. Its chief provisions regarding the length of time which foods may be kept in storage are: Whole carcasses of beef or any

parts thereof, six months; whole carcasses of pork or any parts thereof, six months; whole carcasses of sheep or any parts thereof, six months; whole carcasses of lamb or any parts thereof, six months; whole carcasses of veal or any parts thereof, three months; dressed poultry, five months; undrawn poultry, six months; eggs, eight months; butter, eight months; and fish, nine months.

It is provided that in the event of a transfer or such foods from one cold storage warehouse to another, the total time in which such foods shall remain in cold storage shall not exceed those periods. It also provides that such foods kept in cold storage in a place outside of the State of Pennsylvania for longer periods than those specified shall not be sold or offered for sale within the State of Pennsylvania and that it shall be unlawful to place in cold storage diseased, tainted or unwholesome food. It provides that cold storage warehouses and foods contained therein shall be subjected to inspection and if necessary shall be closed up, and if not rendered sanitary within a reasonable time, license shall be revoked; that such foods shall be marked with the date of placing in and removing from cold storage and quarterly reports shall be made as to what foods remain in cold storage; that all such foods sold or offered for sale shall be marked on the container in a conspicuous place "wholesome cold storage food," and when an open container is used the same guarantee shall appear in a conspicuous place, and when sold at retail the outside wrapper shall contain the same guarantee together with the date that such food was first placed in cold storage.

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Senate Bill No. 323, which was introduced during the week, will interest all merchants who sell to wage-earners. The bill is fathered by Mr. Miller, and allows "wages, debts, earnings, salary, income from trust funds, and from profits due and owing," to be attached over and above \$12 per week.

R. C.

**ELTON J. BUCKLEY**

Editor "Grocery World and General Merchant"

**Attorney and Counselor at Law**

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609  
Keystone, Race 746



## The New York Letter

Death of F. W. Hannahs. Tea Test Question Still Unsettled.  
Bills Pending Before New York Legislature. Market Summary.

Special Correspondence of "Grocery World and General Merchant."

New York,

February 20, 1913.

Fred. W. Hannahs, one of the best-known and most popular men in the wholesale grocery trade, died suddenly Sunday as he was leaving church. Although he had been apparently in failing health for a year or so, yet there was no suspicion of any serious illness, and his death was a great shock to the trade. He had continued active to the last and letters that he had mailed on Saturday to people in the trade were delivered Monday, after the announcement of his death.

Mr. Hannahs was a leader in the movements to organize the trade and he had stood for the benefits of organization in many important ways. He was one of the founders of the New York State Wholesaler Grocers' Association, of which he was the president for a dozen years or so and up to 1910, when he insisted on laying aside the duties of the position. He was also one of the founders of the National Association of Wholesale Grocers, but declined to take the position of president, being content to assist in its work as vice-president.

All who ever heard Mr. Hannahs speak at the various meetings knew the character of the man as a rugged, sturdy upholder of the best principles of business. To hear him was to admire him and to rank him as a friend. He was essentially one of the men who make friends in all of the relations of life.

Mr. Hannahs was vice-president of Wilkinson, Gaddis & Co., Newark, N. J. He entered the employ of the firm as a boy, when it was in control of the predecessors of the present firm, and for two generations his force of character and ability were a dominating influence in shaping its policies.

The funeral took place Wednesday at his home in Newark and was largely attended by representatives of the trade from this city.

The tea trade has been notified from Washington that the Read tea test will be modified by the Secretary of the Treasury so as to meet the wishes expressed by the trade. Under the modified plan the test sheets obtained by means of the Read test will be submitted to chemical analysis, under specified conditions, to determine the amount of coloring material on such sheets. This is to meet the objection that the Read test does not show the quantity of the coloring material.

However, a new question is now raised in the trade. Some brokers and others say that the chemical analysis should be made of the tea itself and not of the test sheets. The test sheets include the deposits of color made during the Read test. Those who object to this plan think that it would be better when the Read test brings suspicion upon a shipment of tea, to obtain new samples then for the chemical analysis and conduct the latter independently of the Read test and the test sheets.

The Secretary of the Treasury made his announcement after receiving the report of the Tea Board, which had been in session in this city for a couple of weeks, fixing the new standards. It is said that these new standards are higher than had generally been expected.

The Tea Association of the United States made public this week a letter which it sent to the Secretary of the Treasury, giving its ideas as to how the Read test should be modified or supplemented. The association regards the Read test as very imperfect, but took the ground that if it is to be retained it should at least have the modifications suggested. On this subject the association said in its letter:—

After the standards have been selected, say, thirty tests under the Read test are to be made of each standard, the test to be made, say, of six samples each, from five different original packages of the tea. Twelve specimens of these tests, showing the greatest amount of coloring, facing or foreign matter, are to be retained under glass by the Board of General Appraisers, and

are to be used by them for comparison with any rejected tea that is brought before them on appeal, and if the tea which is offered for importation does not show, in the opinion of the Board of General Appraisers, a greater amount of coloring or facing matter than the above-mentioned test sheets of the standards, it is to be admitted. If the tea does show a greater amount of coloring or facing matter than these test sheets, then the entire tea (not the specks of color or facing on the test paper), is to be subjected to some chemical test, and the tea is not to be finally rejected unless this chemical test proves that the tea contains a greater amount of coloring matter than the standard.

The chemical test to be given out in the regulations, so that buyers in the Orient, in case they are not positive after using the Read test whether the lots come up to the standard or not, can have the entire tea analyzed chemically, as per this formula, for their protection.

Before rejection by the examiner, or final rejection by the board, of any tea showing color or facing, samples should be examined from at least three different original packages to determine whether or not the color or facing occurred accidentally in one package, or appears throughout the lot.

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A verdict of guilty was given Monday in the case of the German-American Specialty Co., accused of selling an egg custard that was adulterated. The specific charge was that a pulverized skimmed milk had been used in making the custard, which is sold largely to bakers for the making of pies and confections.

The trial took place before Judge Martin and a jury in the United States District Court.

\*\*\*

A hearing was given Tuesday at Albany on a number of child labor laws, including the one relating to canneries. There was considerable discussion of this measure. Committees appeared from a number of associations in favor of the bill. They had an opinion from Col. Roosevelt, denouncing the court decision under which work in cannery sheds was held to be an agricultural and not an industrial occupation, and declaring that a law should be passed to reverse the effect of such a decision.

John F. Connor, Mt. Morris, N. Y., and others, in behalf of the New York Canners' Association, opposed some of the features of the bill.

\*\*\*

The valorization methods and the recent sales continue the subjects of severe criticisms in letters sent out by various firms and individuals in the coffee trade. One firm in a letter argues that

the present conditions show that in the long run the law of supply and demand must assert itself and cannot be eliminated by speculators. This company argues that the release of the valorization coffee is gradually flooding the market, and that the prospects are for big crops. The breaking down of the valorization schemes, the firm believes, will mean a highly unsettled condition, so that the safe plan is for the trade to buy only for actual requirements and thus to balk all efforts of the speculative group to bull the market.

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The business of Godillot & Co., the old-established fancy grocery importing house, has been bought by R. U. Delapenha & Co. The president of the latter company, R. U. Delapenha, received his education in the fancy grocery trade in the old house which his firm now takes over. He was in the employ of Godillot & Co. until 1897, when he left to enter business on his own account. Delapenha & Co. have enjoyed a rapid growth in business, both in importing and in manufacturing. Its city quarters are at 17 Jay street and it has big factories and a model village, named Rudoo, four miles south of Poughkeepsie, on the Hudson.

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A petition in bankruptcy has been filed during the week against Rosen & Kalotkin, wholesale dealers in butter and eggs at 129 Henry street. A receiver was appointed. It is said that the liabilities are \$10,000 and assets \$1,000. The firm has been in business for eighteen years.

### SUMMARIZED MARKET CONDITIONS.

Spot coffee declined sharply during the week, presumably as the result of the recent valorization sales. The country seems indifferent, however, to the offerings, so that there is not much activity in the market. Rio 7s are now held at 12¾ cents; Santos 4s at 14¼ cents. Mild grades are quiet, in sympathy with Brazils.

Green teas are slightly firmer than they were a week or two ago, but the market is still quiet. The distributors are buying only for requirements, and this may

(Continued on page 17)



# WITH THE EDITOR

Attention is directed to the article in another column describing a method which the Salmon Cannery Association has adopted to increase the consumption of its members' product. Millions of leaflets have been printed containing new recipes for preparing salmon and they will be issued to consumers in all sections of the country.

Given the task of increasing the consumption of a food product, it is of course very well to work to get people interested in it who have never been interested before. But a much easier route to the same end is to arouse more interest in the minds of people who feel some interest already. Take a woman who is using salmon, but irregularly and in the usual conventional way. Teach her three new ways of serving it and you have the foundation instantly laid for doubling and trebling your business with her. She already knows about salmon, and is using it—the first thick ice is broken—and getting her to use it more variously is probably five times as easy as getting a woman to start who has never used salmon at all. It is the old principle of proceeding along the line of least resistance.

This journal believes food manufacturers and producers are perhaps too prone to forget this. They concentrate their main force on getting new people instead of on getting more results from the old.

Those who are interested in mail-order business—and who is not?—will read with greatest avidity some figures which this journal is about to present. They are obtained from an advertisement of Montgomery Ward & Co., who are offering \$5,000,000 worth of their preferred stock for sale, presumably for the purpose of establishing a branch in New York City to take advantage of the parcels post law.

The advertisement in question sets forth a number of facts and figures concerning Montgomery Ward & Co's mail-order business,

which are without doubt true, for in stock-selling propositions the company must be ready at a moment's notice to open its books to prospective purchasers. The following points will prove generally interesting:—

Montgomery Ward & Co. were established in 1872, which marks the beginning of the widespread mail-order business in the United States.

Since 1872 their volume of business and the territory throughout which they sold goods have steadily increased, until at present they have *about 3,000,000 customers!*

They sell goods in every State of the Union, in Canada, and in many foreign countries, the gross volume of business in 1912 amounting to *more than \$35,000,000!*

Their net earnings for the past four years have averaged \$1,725,000 per year.

The net earnings in 1912 were \$2,347,605.

These are stupendous figures, but they can probably be matched by Sears, Roebuck & Co., of Chicago, and perhaps by one New York house. A striking thought is that probably little or none of this \$35,000,000 of sales were made locally, in the concern's own territory, but were practically all filched from other merchants' territories.

A carefully-written article which completely answers the loose and reckless statements of Mrs. Derr, of the Housewives' League, as to the retail grocery trade of Philadelphia being controlled by a trust, has been contributed to the "Public Ledger" by Dr. Ernest M. Patterson, of the Wharton School of Finance and Commerce. The writer is somewhat familiar with the facts of the case, and believes the article to be true from beginning to end, a thing one can very rarely say of newspaper articles dealing with the grocery trade.

Dr. Paterson finds that there are 462 chain stores in Philadelphia, and 700 association stores, including the Frankford branch. The balance are unattached and uncon-

trolled, yet Mrs. Derr is still telling anybody who will listen that 90 per cent. of the retail grocery trade of Philadelphia is controlled by the chain stores and the Retail Grocers' Association. The facts are that 8 per cent. are chain stores, 13 per cent. are association stores, and 78 per cent. are independent.

All told, there are 5,331 Philadelphia stores that sell groceries, or one store to every 290 persons, equivalent to 58 families. This the author correctly intimates is too many. He thus describes the pinch of the retail grocery business:—

The most careful estimates show that the grocer must make an average gross profit of about 20 per cent. on all the goods he handles. This is due to the heavy expenses, which ordinarily consume 17 or 18 per cent. of his gross profits, leaving a margin of only 2 or 3 per cent. The only way in which he can secure a fair return on his investment and for his own expenditure of time and effort is to keep this stock constantly moving. Only by a careful, intelligent study of market conditions is this possible.

The situation is rendered still more difficult by competition in many lines of goods, from the delicatessen stores, variety stores, 5-and-10-cent stores and department stores. They carry many articles, such as soap and matches, as well as the ordinary package goods, as an addition to their main line of business. With them a smaller price is acceptable, since overhead charges are met in other ways and everything gained from the sale of groceries is pure profit. As a result there are a large number of the regular grocers who barely make a living. Each year many fail and each year many more enter the field. The personnel of the business is constantly changing. Those who are dependent on groceries alone for a livelihood are always struggling against heavy odds. One store for less than fifty-eight families means that the smaller concerns have much less than that number of patrons. As package goods are a large part of the trade and in most cases may not be sold below a fixed minimum, while custom or the manufacturers' orders prescribes the maximum, the grocer is constantly tempted to increase his profits by increasing his margin of gain on other lines of goods wherever possible. This he may do either by raising the price for the articles sold or by lowering it in the hope of selling enough to offset the small gain on each unit or by outright deceit as to the quantity or quality of the goods.

Dr. Patterson draws the following conclusions regarding the future of the ordinary retail grocery store:—

First.—The retail grocery store is a factor of importance in the community and will continue to exist. It is a general convenience.

Second.—There is at present no monopoly in the retail grocery business of Philadelphia. The chain stores, through the greater efficiency of their managements, are often able to succeed where others fail. The charge that they have frequently used unfair methods to drive out competition may or may not be true, but they are not yet so numerous that they have any general control over the retail grocery business of the city. The same statements are true of the association stores. Perhaps both groups would be glad if they could maintain prices at what they consider a fair level but as yet such control is impossible.

Third.—There is much waste and inefficiency in the present methods of getting goods from the producer to the consumer. The chain stores and association stores have eliminated much of that waste, but have for the most part retained the resulting benefit for themselves. The competition of the independent grocer has not compelled them, except in a very few instances, to share with the consumer the advantages of their improved methods of doing business.

Fourth.—Many other factors besides the management of retail stores enter into the high prices of groceries. But in so far as the retailer is responsible, the remedy lies first in the encouragement of any and all methods of distribution that eliminate waste and, second, in making sure that the savings thus effected cannot be unduly appropriated by the chain stores, the association stores or any other group of dealers. The methods by which this may be accomplished are not a part of this article, which has aimed merely to state the situation as it is to-day.

It is most refreshing to read an article discussing the sale of food products, and the profits of the grocer, which is so fair and dispassionate as this one. The writer also notes with appreciation that the author agrees with the oft-expressed opinion of this journal, that the main cause of the low condition of the retail grocery business in certain quarters is the presence of too many stores.

Legislatures waste a lot of time discussing and passing laws of no value the slightest consequence or value. For instance two sessions ago the Pennsylvania Legislature passed a law making it a penal offense for employers to give their employees less than a full hour for lunch. This affected thousands of manufacturers, and wholesale and retail dealers, whose lunch hour to employees had been less than an hour. How did they get around it?

Foolish Legislation.



erely by the easy formality of  
aving their employees sign a  
aiver of their right to insist on  
e full hour lunch time. The law  
erely created a personal right in  
e employee, which could be de-  
anded or waived. If demanded,  
e employer could discharge the  
employee in question, with or with-  
at a reason. If waived the em-  
ployer and employee could arrange  
e lunch hour to suit themselves,  
and the law would not have even  
look-in. It was a foolish, mean-  
gless and utterly worthless piece  
legislation.

There is another bill much like  
pending in the present Pennsyl-  
ania Legislature. It provides that  
o employer shall cause an em-  
ployee to work overtime "without  
having arranged with such em-  
ployee for payment to him or her  
such sum as may be agreed upon

in compensation for such overtime  
or extra service." This will be as  
meaningless as the other, for it can  
be instantly defeated by the em-  
ployee's agreement to work over-  
time without extra pay. No law  
can compel payment for overtime if  
the employer and the employee  
agree that it should not be paid for.  
The bill becomes even more foolish  
when it forbids employers to compel  
employees to work overtime "by  
threats of discharge." No threat of  
discharge may be made, and yet the  
employee knows perfectly well that  
if he doesn't accede to his employ-  
er's demands he will lose his place.  
All such legislation is useless,  
though it means well enough. It  
is useless because it purports to  
give to employees rights which they  
can instantly waive and practically  
always will waive, in order to hold  
their positions.



We would be pleased to have for publication in this column the ideas of our readers upon trade topics  
being understood that we do not hold ourselves responsible for any views expressed therein. All com-  
munications must be accompanied by the writer's name and address as an evidence of good faith, but not  
necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

#### Buyers of Baled Waste Paper.

Pitman, Pa., Feb. 13, 1913.  
to the Editor.

Dear Sir:—Kindly let me know,  
rough the columns of your paper,  
the names and addresses of several  
firms who buy baled waste paper.

Yours respectfully,

W. W. ROMBERGER.

Get in touch with John Simmons  
Son, 28 South Marshall street;  
I. Lenheart, 246 North Delaware  
venue; W. Hemingway, 241 El-  
ow Lane, all of Philadelphia.

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#### Wide Trade Interest in Canned Foods Week.

Chicago, Ill., Feb. 17, 1913.  
to the Editor.

Dear Sir:—In order to show the  
eneral character of interest in Na-  
onal Canned Foods Week, March  
1, to April 6, 1913, we present be-  
ow a few requests for literature  
nd information as follows:—

Letts Parker Grocery Co., St.  
oseph, Mo.: "We would like to  
ave twenty thousand pieces of  
anned Foods Week literature for  
istribution and could probably use  
ore. Send immediately."

Tucker Mercantile Co., Florence,  
ansas: "We note in the 'Mer-  
chants' Journal' advertisement on

Canned Foods Week. Kindly send  
us whatever literature you suggest  
or deem necessary for us to make  
this a successful advertising week."

Riggs Co., East Liverpool, Ohio:  
"Send us ten thousand pieces of  
literature for distribution among  
our customers. If we need more  
we will advise you promptly."

Webster & Hauke, Gibbon, Neb.:  
"Send us five hundred pieces of  
literature on Canned Foods Week  
immediately."

Hoffer & Kelly, Otterbein, Ind.:  
"Please send us literature on  
Canned Foods Week."

Newell & Truesdell Co., Bing-  
hamton, N. Y.: "Send us copies of  
design for window and counter dis-  
plays as soon as ready so that we  
will be able to distribute them to  
our customers and feature Canned  
Foods Week."

C. B. and S. D. Mangus, Vesuvi-  
us, Va.: "Please send us five hun-  
dred leaflets on Canned Foods  
Week."

Stoddart, Gilbert & Co., New  
Haven, Conn.: "Kindly send us one  
thousand circulars No. 1 A, one  
thousand No. 2 A, and an assort-  
ment of the X assorted leaflets, as  
we desire to make use of these for  
Canned Foods Week."

Union Specialty Co., Lancaster,  
Pa.: "We are opening a first-class



## Waste No More Time Nor Trade

¶ Nobody can find any better butter than **Gurnse**, and hunt-  
ing for butter as good will cost you time and money—and  
may cost you trade.

¶ Why not stock **Gurnse** now and get the benefit of the  
strongest and most sweeping guarantee ever given for butter?  
The only money-back guarantee of quality ever given for  
butter, so far as we know.

¶ **Gurnse** butter is the finest dairy butter made and runs  
absolutely uniform from one year to another. Wrapped in  
brine-dipped parchment and sealed in cartons.

Packed in 20, 30 and 50-pound boxes—pounds and half pounds—42 cents.  
Prices subject to market changes.

**P. F. BROWN & CO.** 39-41-43 SOUTH FRONT STREET  
PHILADELPHIA, PA.



In every city and  
town of this country we  
tell the story of **HEINZ**  
**QUALITY** through the  
**STREET CARS** as  
well as through various  
other advertising mediums.

It will be to your advantage  
**ALWAYS** to have a good assortment  
of **HEINZ PRODUCTS** in your store  
to meet the steady, increasing demand  
created by our advertising.

A good **HEINZ** display means  
quick, steady sales.

**H. J. HEINZ COMPANY**  
PITTSBURGH, PA.



grocery store in March. Can use to good advantage several hundred of the Canned Foods Week leaflets. Please send them immediately."

Letter from Mr. James Hewitt, of H. Kellogg & Sons, Philadelphia, who is chairman of a local committee on Canned Foods Week, dated February 12th, says:—

"In our judgment there are at least two thousand stores in Philadelphia that will display an interest in Canned Foods Week. As for the territory surrounding Philadelphia, we are advising jobbers in different districts to make requisitions upon you direct for literature."

Frank F. Rose, Thiells, New York: "Please mail me five hundred of your leaflets as per advertisement in the 'Grocery World and General Merchant.' I am greatly in favor of this Canned Foods campaign, and am willing to do all in my power to make it a success."

Wm. M. Traver Co., Hartford, Mich.: "Please send us five hundred No. 1 A and five hundred No. 2 A, also your X series of leaflets. Also send us articles for newspaper write-up. We will try and do what we can to help the good cause along."

C. W. Antrim & Sons, Richmond, Va.: "We are taking this matter up with our salesmen and trade generally. We would thank you to let us have the supplies as early as convenient. Have sent you under separate cover February issue of our Price Current, in which we are bringing this matter forcibly before the trade. This paper of ours goes to about three thousand retailers."

Boren-Stewart Co., Dallas, Tex.: "Send us two thousand leaflets. We will distribute them where they will do good. Kindly advise if we can be of use in any other way."

Southern California Wholesale Grocers' Association, Los Angeles, Cal.: "Members of this association want to know all about Canned Foods Week. Let us have the information quickly."

Eldridge, Baker Co., Boston, Mass.: "Send us about ten thousand leaflets. Find our subscription enclosed toward the expense of Canned Foods Week."

Wm. Edwards Co., Cleveland, Ohio: "Please send us five thousand circulars No. 1 A to distribute with our customers."

Gorton-Pew Fisheries Co., Gloucester, Mass.: "Would be very glad to distribute ten or fifteen thousand of the leaflets advertising Canned Foods Week."

Greenhut-Seigel-Cooper Co., New York City: "We are planning a special campaign on canned foods beginning near the end of March and continuing through the month of April. We are of the opinion that the use of canned foods can be almost doubled by bringing their wholesomeness and economy to the attention of the people. Send us whatever advertising matter you

have for distribution that will help."

These are merely a number of letters grabbed at random off the desk as they came in and are being checked up, but it shows wide interest and enthusiasm. Any canner, wholesale grocer or retail grocer who fails to come up on the firing line and push Canned Foods Week should be ashamed of himself.

JOHN A. LEE,

Chairman Central Canned Foods Committee.

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#### A Paper Baling Machine.

Greensburg, Pa., Feb. 17, 1913.

To the Editor.

Dear Sir:—In your weekly paper I saw an advertisement of a firm who sell machines to press old papers in order to sell them.

I lost the paper that had it in so I thought you people could give it to me.

Enclosed you will find a stamped envelope for return.

Yours very truly,

G. P. GARDELL.

The Buckeye Baler Co., Findlay, Ohio.

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#### The Plan to Take Spices Off the Free List and Tax Them 50 Per Cent.

Baltimore, Md., Feb. 11, 1913.

To the Editor.

Dear Sir:—Spices have been on the free list on each succeeding tariff adopted by Congress for a generation. That they were first so listed by the exponents of the ultra-protective tariff theory seems quite conclusive evidence that they were then accepted and classed as non-competitive necessities, rather than luxuries as claimed by Mr. Gibson, the attorney from New York, who so volubly pleads for heavy duties, and who succeeded in at least giving reasonable ground for the presumption that he holds a brief from some of the shrewd speculating importers, who see immediate profits by realizing on their stocks if his advice be accepted.

That spices were considered necessities is further evidenced by the fact that all crude and unground spices were put on the free list, except cayenne or red peppers and sage leaves. These exceptions were unquestionably made to foster the domestic cultivation of the only spices of all the list which have had or have now any chance of being grown to the advantage of the American farmer.

The spice importing trade, as well as the consumers, are a unit in requesting that the Ways and Means Committee recommend that those spices in the unground state now on the free list be allowed to so remain and also that cayenne and red peppers in the unground state be included.

Contrary to Mr. Gibson's assertion, I am sure that more than 80 per cent. of all spices going to the consuming trade are ground in

mills of those who make it a business and in that state are distributed to the consumer, reaching him through the retail grocer at prices ranging from 2½ to 3½ cents per ounce instead of 5 to 10 cents per ounce as stated by him. Of course this does not apply to such articles as Saigon Cassia, or cinnamon costing to import in quantities 40 cents per pound, or mace costing from 50 to 65 cents per pound, depending upon variety and quality. Ground spices usually reach the consumer in packages, designed to sell at 5 and 10 cents respectively. A duty of 1 cent per pound will increase the cost of these packages approximately 15 to 18 cents per gross for the 5-cent packages, and 30 to 36 cents per gross for the 10-cent packages. If Mr. Gibson's suggestion, that duties of 6 cents per pound prevail, the cost would be increased 90 cents to \$1.20 per gross for the 5-cent and \$1.80 to \$2.15 for the 10-cent packages. If you make spices dutiable, the consumer will continue to purchase 10 cent, and possibly in a few instances 5-cent packages, but the contents will be proportionately less, for the margin in the business is so small that this increased cost must inevitably be passed along to him. The changed conditions will, however, cause the importer and packer great loss in adjusting his cartons, containers and other expenses made necessary. That importing and dealing in spices is a business of great risk and hazard should be considered.

Owing to crop failures, incident to droughts and other causes, alternating with seasons of heavy production, and artificial advances or decline forced on the American importer by the great syndicates formed in Europe for manipulation of prices, import costs fluctuate violently. Cloves within a year have advanced from 13 to 19 cents; reacted to 10⅞ cents and now stand at 21½ cents per pound for import cost.

Gingers have fluctuated between 8½ and 5 cents per pound.

Allspice from 6½ to 4 cents.

Nutmegs from 10 to 16 cents.

Pepper from 9 to 11 cents.

Celery seed from 8 to 35 cents.

French marjoram from 7 to 14 cents.

German marjoram from 14 to 32 cents.

Many other similar instances could be cited.

If the Ways and Means Committee decide to recommend a duty on whole spices, in setting upon the rate, due consideration should be given to the large loss in weight by evaporation of the natural moisture.

Black and white peppers will lose 2 to 5 per cent.

Gingers 5 to 15 per cent.

Cloves 7 to 20 per cent.

Nutmegs 2 to 7 per cent.

Red peppers 6 to 10 per cent.

Allspice 5 to 10 per cent.

Cassias 5 to 8 per cent.

And other spices in proportion.

It is evident that if a duty be levied, the importer and packer will pay the extra duty on water in proportion to the loss in weight, which he must stand when invoicing to the trade, for most of this loss will occur within 60 days after landing and the importing manufacturer and packer in that time cannot pass his goods on to other hands who would then stand the loss. The condition is similar to that affecting grain—I find it gives better returns to sell my wheat soon after harvest at 90 cents rather than hold it for three months with the almost certainty of getting \$1.05 per bushel.

Changing spices from the free to the dutiable list will be a factor small, it is true, but nevertheless appreciable in raising the cost of living.

Summarizing our position as manufacturers is that ground leaves, etc., Section 20, Tariff 1909, be made dutiable at 30 per cent. ad valorem in addition to any duty that may be imposed on the unground product;

That all ground spices, including red peppers, cayenne pepper and sage leaves be made dutiable at the specific rate of 3 cents per pound in addition to any specific or ad valorem duty put on them in the unground state, excepting ground mustard, which should be continued under the present duty of 10 cents per pound;

That all spices unground now on the free list be retained on that list; and

That vanilla beans and oil of lemon be continued on the free list and that Section 99, H. R. 20,182, be incorporated in any tariff act you recommend to Congress.

Very respectfully,

McCORMICK & Co.

#### Well-known Jobber Dead.

Fred. W. Hannahs, of Newark N. J., known throughout the length and breadth of the country as "the old warhorse" of the wholesale grocery trade organization movement, died suddenly last Sunday as he was leaving church in Newark N. J. He was in his sixty-third year. Mr. Hannahs spent practically his whole life in connection with the well known wholesale grocery house of Wilkinson, Gaddis & Co., of Newark, entering its employment when it was operated by the predecessor of the present firm, and remaining as one of its chief factors through two generations. He was vice-president of the corporation at the time of his death. By sheer force of character and ability he worked his way upward till he dominated the house and its policies for many years.



## A Woman's Story of Retail Grocery Abuses.

gages as Clerk in Large and Small Stores and Tells What She Finds. Big Stores Dishonest and Small Ones Old-fashioned. Sharp Tricks of Trade Which She Says She Found.

Here is a portion of an article which will be read with interest, not belief, by every large and small grocer in the business. It reports to be the truthful recital of the experiences of a woman who worked out as clerk in both large and small grocery stores in order to see how the business was conducted. She contributed her story to the "Outlook" and extracts from this are here presented:—

My first position was that of salesgirl in one of the largest grocery and provision stores of the country. The firm was rated "A 1" by Bradstreet, and the State Factory Inspector also passed it as satisfactory. It employed nearly 500 men and women and did a strictly cash business in meats and groceries only. Its annual trade was over \$5,000,000. It was a partnership.

I worked with this concern from June until October. My hours were from 7 A. M. to 6.45 P. M., and I was paid \$5 a week. From October until the following June I worked there part of the time, i. e., from 8 to 6.45 P. M.

Afterwards I worked in three other cities in small stores and markets. Most of the facts which I present here came under my personal notice; others I gained from investigation and inquiries in other establishments.

These large stores, with their auto deliveries, electric conveyers, pneumatic tubes, modern methods of charging and taking orders, and their division of labor, could and did cover every section of the city with swift and accuracy, giving some wards a delivery every hour in the day. In the large stores and markets division of labor was carried to the extreme. For instance, one boy was engaged in putting potatoes in bags. From week-end to week-end he did nothing but fill and empty a peck measure, and carry the filled bags from the dark cellar to the store and the shipping room. Another boy all day long measured beans, another weighed sugar, another rice; another greased bakery pans and did nothing else. Another washed at a sink all day. One man mixed tea in a dusty room day after day. In the meat room one man cut chops only, another steak, another ham. One man gutted fish, another sliced and another washed them. The salesmen, as in the dry goods stores, were fixed in their places. One sold lard, but not butter, though it was within five feet of him; another lemons, but not oranges, though they were only a few feet away.

Remarkable results are gained by this means. Astonishing accuracy and speed are inevitable. I know by sight and by name men who thus perform marvelous feats for a considerable length of time, although, one by one, they are forced out of the ranks by early exhaustion. I know a meat cutter who on a Saturday has had to cut, without help, over 100 backs of beef, i. e., fifty cattle sawed into roasts by the muscle in one man's arms; a peeler at the

ovens in the bakery who, unaided, in one night has baked 6,000 loaves of bread; and a salesman at a counter who has made 1,500 sales from 3 P. M. until closing time.

I was placed at work on the bakery counter.

On Saturday all the broken cakes, cookies, buns, etc., were mixed into the brown bread. During the week, if stale pastry accumulated, all the odds and ends were mixed into one mass with blackstrap molasses and baked into tarts or squares between two layers of crust. All broken bits of crackers were added to the stale pastry barrel until needed.

Moldy prunes were steamed; sugared raisins and currants cleaned; damp flour, which is as good as dry for immediate use, was not allowed to mold; rancid butter was re-worked and washed until it was sweet and in good condition; sour milk was not wasted, nor the sugar that settled in the bottoms of the molasses and syrup barrels. A surplus of fish was used to advantage by selling great platters of fried fish. A soda fountain took in for fruit juices any surplus stock of raspberries, etc., etc. All these economies were possible because the store was a large one and could sell anything at any time, which small stores could not do.

The work in the store was frightfully hard. There were never any dull seasons. On stormy days we worked harder than ever, sent from one counter to another, counting, dusting and arranging the great stock. The employees stayed with this firm on an average just seventeen weeks. A nucleus of old well-paid employees was retained to instruct the ever-changing throng of new employees. Boys and girls and new help were always in demand, because they were able to do all that was required and they would work cheap.

As a rule, the large, well-managed stores sell at lower prices than the smaller ones. But the advantages gained by all the efficiency and economy are largely offset by certain elements of waste, one of which arises from a lack of loyalty, morale and interest on the part of employees, caused by a greedy and selfish management. The whole atmosphere is one of "profit regardless." The human element is lacking. The dollar motive is supreme. For instance, it was known that the horses of the firm were never overloaded, overdriven or worked more than half a day at a time, because horses can be spoiled by too hard work. But the employees were rushed to the limit of endurance for a long day. It was known that the head stableman received more salary than the heads of departments or the superintendent who hired the employees and adjusted the relations of customers and clerks.

But a still more serious element of waste arises from downright dishonesty. The management cheats the public through the employees, and logically the employees turn about and cheat the management, and in either event the public pays the bills.

A cheese is cut into pieces weighing about a pound each, and all are sold within an hour under four different names and at four different prices. Canned peas which cost 90 cents a dozen are sold at 9, 10, 11, 12, 13 and 15 cents a can—all the same grade. The jobber was willing to put different labels on the same goods because he had an order for two carloads.

Fred, who had charge of the dried fruit, explained to me that I had better see him when I wanted to buy anything, as he had fixed things

in his department so "slick" that I would get trimmed if I ordered as they were offered to the trade.

"Now," said he, "that 15-cent evaporated peach and that 12-cent are out of the same box. The 15-cent looks the best, because I have rubbed molasses into them. Fifteen cents a pound for molasses and water is pretty good, isn't it? And the funny thing is that they sell three times as fast as those offered at a lower price. See those canned goods marked 'Special value, 11 cents a can'?" continued he. "Well, they are all tomatoes, every blooming one, with the labels pulled off. I advertise them as a mixed lot of peaches, tomatoes, pears, etc., and, do you know," he chuckled, "I can sell off forty or fifty dozen cheap tomatoes with a few cans of old fruit. One day I kept a boy busy all day pulling off wrappers from some soap, which I sold as a week-end bargain, and got more for it than the regular price."

In one large store where I worked, the proprietor, who, by the way, was prominent in church affairs, got around the State law, which required vinegar to be of a certain standard, in this way: He would have seven or eight casks tapped at the same time, telephone the inspector, have the contents O. K'd, and later on would say to his counter man, "This last lot of vinegar is too sharp; it will give better satisfaction if we tone it down with water 30 to 40 per cent." He was also in the beef business, and it was his practice illegally to use preservaline on his meats. Rancid, tainted meats bathed in preservaline were converted into innocent-appearing articles. Ducks, geese, turkeys, chickens, when they became unfit for sale, were soaked in soda and water, given a last chance to go into the hands of boarding house keepers, and then, if they still remained, were sent to the bakery, to appear later garished and brown on the delicatessen counter.

Furthermore, sharp practice on the part of employees is encouraged in order that the department may make a better showing, and the consumer does not benefit by it.

## All You Do Is Send the Sample

May we have a sample of one of your teas to estimate on, to show you how and why we can sell teas cheaper by mail than through salesmen?

We take all the risk of this estimate; you take none. If our price is less than you've been paying, we shall hope to get some business from you, though no law will compel you to give it to us. If our price is as high or higher, then we've simply fallen down, that's all.

All you do is send us the sample.

**DURYEE & BARWISE**

ROASTERS AND PACKERS  
TEAS AND COFFEES

89 FRONT ST., NEW YORK

ESTABLISHED 1897

## Electric Light Value

Nowadays there are very few merchants who do not understand that a light, bright store means more trade with the public and better work from the employee. If you use Electric Light in your Grocery Store you not only employ the most efficient method of illumination, but you also receive good advertising value. Tungsten lamps have cut the cost of Electricity more than one-half.

**The Philadelphia Electric Company**

TENTH AND CHESTNUT STS.

## The One Pure Sugar Syrup

Lyle's Golden Syrup—perfectly clear, a beautiful golden color, so neutral micro-organisms can't live in it. Absolutely free from preservatives. A product which every one keeps buying. If you want to please your trade tell them about it.

**26% PROFIT**

Sure sales and pleased customers.

**H. Kellogg & Sons**

Philadelphia



## SUGGEST MAPLEINE

To your customers as a change of "Flavor." It can be used like lemon or vanilla.

It makes delicious table syrup when added to white sugar and water.

Order from your jobber or Frank A. Smith & Co.  
105 S. Front St.,  
Philadelphia, Pa.

Crescent Mfg. Co.  
Seattle, Wash.



Harris, who had charge of the fruit and vegetable departments, in which twenty men worked, told me gleefully of the profits he had made one morning. "We have been buying fifty to sixty boxes of lettuce a day at 30 cents a box of eighteen heads," said he. "That price just about pays a farmer for washing it and bringing it to the city. Fifty cents is the regular price this time of the year. Well, I have been buying all my lettuce from Jones—fifty boxes a day. To-day I passed Jones without giving him my order. I bought a little elsewhere at 40 cents to fill my early orders, and then, about 9 o'clock, I went down to the square to see how Jones was selling out. He had nearly fifty boxes on his wagon which he had not sold, so I bid him 10 cents a box to clean him up and he took it, as he said he must get his team back to the farm."

"What did you sell the lettuce for?" I asked.

"Oh, the regular price—5, 8 and 10 cents a head. It averaged me \$1.40 a box."

"Can you work that very often?" I inquired.

"Sure, if there is plenty of stuff growing. Why, I caught a strawberry grower that way this spring and took his two-horse load of berries at 4 cents a quart. The chump had been selling me all his berries in one lot day after day, and had refused small bidders, holding his stock for me. Gee, I didn't do a thing to him! Good berries they were, too. I sold them for from 10 to 20 cents a quart."

My experience and investigations among the small stores and markets confirmed the impression that their methods are largely those of the seventeenth century. Their equipment is limited, their facilities for storing and handling food are unsanitary, and their limited sales make it impossible to avoid a large percentage of waste in perishable goods. The clerk may be called upon to rub off a horse one minute, wash the fish the next, cut butter the next and make change or an entry on the charge book next. Such methods are hopelessly unclean and uneconomic. Some improvement has been made by chains of stores under one management, but the stores, as a rule, are small, the stock and variety small and the number of employees in each is small. The problem of a nice division of labor and economic distribution or delivery is not seriously attempted, nor do any of these stores possess efficient labor-saving machinery.

All the foregoing facts would seem to confirm the growing conviction that one of the great problems of to-day is the proper distribution of our food supply, and that the next step in its solution must be the displacement of tens of thousands of the small, unsanitary, unscientific and inefficient stores and markets by large, fully equipped markets with all the improvements which science, invention, capital and intelligence can alone supply.

#### Egg Carrier Litigation Ended.

The long litigation in which the Star Egg Carrier and Tray Manufacturing Co., of Rochester, N. Y., has been engaged in order to protect its trade name and patents, has reached its end. The United States Circuit Court of Appeals sitting in New York City has just rendered a decision in their favor,

and reversing the decision of Judge Hazel rendered last summer in favor of the Rochester Egg Carrier Co., of Rochester, N. Y. About two years ago the Star concern brought suit against the Rochester Egg Carrier Co. in the State Court to prevent that company from using the name "Rochester Egg Carrier and Tray Manufacturing Co.," which was claimed to infringe upon the trade name "Star Egg Carrier and Tray Manufacturing Co.," and Judge Sutherland rendered a decision in the Star Co's favor and enjoined the defendant company from adding the words "and Tray Manufacturing Company" to its corporate name. No appeal from this decision has been perfected, and the decision of the Court of Appeals in the patent case prevents the defendant company from manufacturing and selling its product.

#### More Federal Adulteration and Misbranding Cases.

Department of Agriculture Certifies Facts of More Cases to This Journal.

Following appear the facts of several more adulteration and misbranding cases under the Federal Food and Drug Law, which have been concluded by the United States Government, and certified to this paper:—

##### JUDGMENT No. 1,922—ADULTERATION AND MISBRANDING OF SO-CALLED ATLAS CARBONATED SODA.

The United States Attorney for the Western District of Pennsylvania filed in the District Court of the United States for said district a libel for the seizure and condemnation of two barrels, each containing 120 bottles of so-called Atlas Carbonated Soda, in possession of L. Shoemaker, North Vandegrift, Pa., alleging that the product had been shipped by the Wheeling Specialty Co., Wheeling, W. Va., and transported from West Virginia into Pennsylvania, and charging adulteration and misbranding in violation of the Food and Drugs Act. The product was labeled: "To L. Shoemaker, Vandegrift, Pa. From The Wheeling Specialty Co., Manufacturers' and Jobbers' Specialties. Twentieth Street, Wheeling, W. Va. This bbl. contains 10 doz. pints carbonated soda similar to Temperance Beer."

Adulteration of the product was alleged for the reason that a certain substance, to wit, beer, had been substituted wholly or in part for carbonated soda.

No claimant having appeared for the property, judgment of condemnation and forfeiture was entered, and it was further ordered that the product should be destroyed by the United States marshal.

##### JUDGMENT No. 1,919—ADULTERATION OF MAPLE SYRUP.

The United States Attorney for the Northern District of New York

filed in the District Court of the United States for said district an information against W. L. Baker, Blodgett Mills, N. Y., alleging shipment by him, in violation of the Food and Drugs Act, from New York into New Jersey of a quantity of maple syrup which was adulterated. The product was labeled: "York State Maple Syrup Guaranteed Pure. Prepared for and Distributed by W. L. Baker, Blodgett Mills, New York."

Adulteration was alleged in the information, for the reason that water and cane sugar had been, in part, substituted for and added to said product so as to reduce, lower and injuriously affect its quality and strength.

On June 14, 1912, the defendant entered a plea of guilty to the information and the court suspended sentence during good behavior.

##### JUDGMENT No. 1,916—MISBRANDING OF TEA.

The United States Attorney for the Middle District of Tennessee filed in the District Court of the United States for said district a libel for the seizure and condemnation of ten cases, each containing 100 retail packages of tea, in possession of Orr, Jackson & Co., a partnership, Nashville, Tenn., alleging that the product had been shipped by Arbuckle Bros., Chicago, Ill., and transported from Illinois into Tennessee, and charging misbranding in violation of the Food and Drugs Act. The product was labeled: "Shanghai Natural Leaf Mixed Tea. Arbuckle Bros., Chicago."

Misbranding was alleged in the libel for the reason that the product was labeled so as to deceive and mislead purchasers, in that the statement upon the labels that the tea consisted of natural leaf, when it was in fact artificially colored, was false and misleading.

The claimant gave bond.

##### JUDGMENT No. 1,871—MISBRANDING OF RASPBERRY VINEGAR.

The United States Attorney for the Eastern District of Pennsylvania filed in the District Court of the United States for said district a libel for the seizure and condemnation of twenty-five cases, each containing twenty-four so-called pint bottles of raspberry vinegar, and in possession of the Pennsylvania Railroad Co., at Philadelphia, Pa., alleging that the product had been shipped by the Crown Cordial and Extract Co., and transported from New York into Pennsylvania, and charging misbranding. The product was labeled: (On cases) "Two Dozen Pints Raspberry Vinegar." (On bottles) "H. G. Brand Raspberry Vinegar."

Misbranding was alleged, for the reason that the statement on the label was false and misleading in that it purported to state in terms of measure the contents of each of the cases, to wit, two dozen pints raspberry vinegar, which said statement did not correctly state the contents of the cases, in that each of the two dozen bottles contained in each of the cases did not contain one pint of the product, but on the contrary contained from 334 to 380 cubic centimeters.

The claimant gave bonds to sell in conformity with law.

##### JUDGMENT No. 1,869—MISBRANDING OF SUCCOTASH.

The United States Attorney for the District of New Jersey filed in the District Court of the United States for said district libels for the seizure and condemnation of 150 cases, each containing two

dozen cans of succotash, remaining unsold in the original packages and in possession of Wilkinson, Gaddis & Co., Newark, N. J., alleging that the product had been shipped by the Burnham & Morrill Co., Portland, Me., and transported from Maine into New Jersey, and charging misbranding. The cans in 100 cases of the product were labeled: "Paris Succotash. Burnham and Morrill Co., Portland, Me., net wt. 20 ozs. Paris Succotash Extra Quality Guaranteed by Burnham and Morrill Co. under the Food and Drugs Act, June 30, 1906, Serial No. 13107. This is a combination of Paris brand corn and lima beans soaked. Packed in Maine, U. S. A."

Misbranding was alleged in the libel, for the reason that the product had been prepared from soaked lima beans, and while the label thereon contained an announcement to the effect in connection with the guaranty legend thereon, it was so inconspicuously placed as to escape ordinary observation, and in that the product was labeled "Extra Quality," as stated on the label, and the principal face of the labels contained pictorial representations of fresh corn and fresh lima beans so arranged that the same were calculated to convey the impression that all the constituents of the product were fresh and not soaked, whereas the product was so labeled as to deceive and mislead the purchaser.

Nobody claimed the goods and they were sold at auction.

#### Gould-Mann Net Weight Bill Now Passed Both Houses of Congress.

Passes Senate Finally on Thursday After Passing House. Slight Differences Must Be Eliminated in Conference. Bill Regarded Certain to Pass.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

February 21, 1913.

The Gould-Mann net weight bill passed the Senate finally on Thursday. It passed the House some days before, but there were slight differences between the two measures, and to eliminate these the bills will have to go to conference. That it will pass and probably very soon, is believed to be certain, and the President will surely sign it.

The law would require the weight and measure of the food product to be conspicuously displayed on the outside of each package, but would not affect package goods sold for eight months after the law becomes effective. A provision added by the Senate would give the Secretary of Agriculture authority to establish rules for the recognition of certain variations in weight of certain package goods selling for more than 6 cents.

HOL



## Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s  
Department Food Stores, Dover, N. J.

A Grocery Man Should Know that filling an ordinary size bag he could hold the bottom of the bag with the open left hand. That in taking an order he should never lean on the counter. That instead of saying "anything else?" it should be "what next, please?" That in weighing a piece of meat he shouldn't say five pounds and seven ounces, but "not quite 5½ pounds." That the bill should be figured up and the amount given instead of asking "shall I send it C. O. D.?" That in answering a 'phone call he should mention the name of the firm instead of saying "hello." That packages should be wrapped together when they're to be carried home before the customer makes the request. That children should be waited upon in regular form. And that a scoop should never be left in a bin or drawer.

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**The Truth Habit.**—After all it pays to tell things straight. Sometimes it grates on a fellow. Sometimes it seems as though it were going to land him in trouble. But when you're faced with a direct question give it direct and give it truthfully. The man that's trusted is the man that isn't afraid. Out with it. There's no sense in lying. Anybody that has had anything to do with human nature and human affairs knows that it isn't even good business. A lie always rebounds. That's the nature of the thing. When it comes back it hits hard. The thing to do is to stick to God's truth and then you're not afraid of any man. Get the "truth habit."

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**"Can Do Anything."**—That isn't a good recommendation. The fellow that can "do anything" isn't the man that a modern business needs. It needs men that know *one* thing and know it well. Learn all there is to be learned in your capacity. Know the ins and outs of things. Never mind about the boiler or the plumbing or the electric arrangement. What you want to do is to fit yourself for a first-class gro-

ceryman and be able to take a position worthy the name.

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**"Settling Down."**—Whatever you *believe* you're going to settle down to—you'll settle down to. But a boy of 25 has no business "settling down." Nor a man of 40 nor a man of 50 or 60. There shouldn't be any such thing as "settling down"—in business. Once you do that you're a back number. *Fit yourself for something better* every day. The biggest mistake that the average grocery clerk makes to-day is the mistake of thinking there is nothing ahead of him. Who are the fellows that fill the positions of manager and floor men and receiving clerks and are at the head of the big retail shipping departments? They aren't the settling down kind. They're the men that *fit* themselves for these positions by downright study and hard work and the fight against the "settling down" idea.

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**"The Little Man."**—The little man does what he's told to, then stops and waits for orders. The big man does what he's told to do and twice as much. The little man writes down neatly and correctly what the customer orders. The big man does the same and then starts in to sell her goods. The little man believes in letting well enough alone. The big man says nothing's well enough in business. The thing is are you the little or big man? You can be either. Every fellow has his choice in the matter. It's easier, maybe, to be the little one. Things run smoother, salary runs smaller and life generally is delightfully unruffled.

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**Business Is Business.**—Talking foolish isn't business. Talking your private troubles or your fun isn't business and you have no right to bring such things into your work. Every hour of your time, sir, is being paid for and every hour of that time should be honestly accounted for. To me nothing re-

flects worse taste or is more exasperating to the customer than an audible gossip between clerks of a personal nature that is entirely foreign to the business. Let nothing enter into your business life *but business*. You're back of that counter to make the best of yourself—you're there or should be there to qualify for something bigger and better, but rest assured you will never get there unless mind and heart and tongue are given up to the work right before you.

### Butter and Egg Swindle Partly Prevented by Quick Action.

Illinois Corporation Buys \$15,000 Worth of Butter and Eggs in One Week and Ships Them to Pittsburgh After Night. Creditors Immediately Get the Scent and Throw Concern Into Bankruptcy, Arrest the Absconding Officers in Pennsylvania and Send Them Back to Illinois.

Special Correspondence of "Grocery World and General Merchant."

Pittsburgh, Pa.,

February 19, 1913.

How quick and energetic the business interests are to-day to get after frauds is demonstrated by the details of a case which were given to your correspondent during the week. Recently a number of business men began to make inquiry regarding the affairs of the H. R. Waszko Co., of which the president, James J. Jelich, secretary and treasurer, Victor L. Waszko, and a salesman, Phil. Leub, it was reported, had suddenly left the State of Illinois, where they had been doing a butter and egg business, turning the keys of the store over to the office boy with directions to open the store the following morning. The creditors found that the store had been entirely emptied of merchandise and there was no trace of books of accounts or records. From a driver it had been learned that a shipment of a large number of cases of eggs had been taken to the freight depot, and during the previous week several carloads of butter and eggs had been shipped to Pittsburgh with the names of the three men and two Pittsburgh parties as shippers and consignees.

Several creditors of the concern got busy, a petition in bankruptcy was prepared and filed and receiver appointed in both Pittsburgh and Illinois; also, at Pittsburgh \$500 in cash was found on the person of one of the prisoners, as well as a check for \$1,450 for a carload of

eggs, part of which had been delivered. Four cars of butter and eggs were seized at Pittsburgh and two cars were loaded at McKeesport. Extradition papers were prepared and the three men, who had been arrested at Pittsburgh, were taken back to Illinois, where the bankruptcy proceedings are still pending. It has already been learned that the concern bought about \$15,000 worth of butter and eggs in one week, obtaining credit on the strength of the fact that one of the officers of the company conducted a business of his own and had a good rating.

E. R. A.

### AMONG THE TRADE.

Showell & Fryer are to move to 1517 Chestnut street.

The United States Government recently brought suit in Philadelphia against the Philadelphia Jobbing Confectioners' Association, charging maintenance of an illegal combination in restraint of trade. On Monday last all the defendants went into court and consented to the granting of a permanent injunction against them. The defendants named were the Philadelphia Jobbing Confectioners' Association and its officers and directors, who are: Andrew C. Keeley, John M. Miller, William Engel, Charles Schaefer, William F. Haun, George Eaton, Christopher Pflaum, Joseph Casani, Louis Weglein, E. C. Frey, J. H. Petrie, H. T. Whitehead, Louis Neuhooff, W. C. Gerhard, George Reichel and David Dekyane. The Government charged that the association maintained a "black list" and that members were ordered not to buy any candy from manufacturers who did not recognize the association, but who came into the association's territory and sold their products direct to retailers. It was also alleged that manufacturers who did business direct with the retailer were told by the defendants that they would be blacklisted if they sold their product to any but jobbers affiliated with the association. The defendants were also accused of sending communications to manufacturers, asking them to refuse orders from jobbers not connected with the association.

Southern beets are moving freely at \$3 to \$3.50 per 100.



# THE GROCERY MARKETS

## Tea.

The tea market is very dull, and if the supply was larger there would undoubtedly be a slump. As it is the market is inclined to be easy and on anything large is in buyer's favor. Prices are nominally unchanged.

## Coffee

The market for Rio and Santos coffee is decidedly easier, and as compared with a few weeks ago shows a decline of probably 1 cent per pound. The marketing of the valorization coffee and various speculative elements have caused the decline, and the market is not in a satisfactory condition to large holders. The demand is very light. Mild coffees have felt the weakness in Brazils to some extent and are easier. Java and Mocha are unchanged and dull.

## Sugar.

The sugar market is unchanged from a week ago. Raws are about on the same basis, and quotations on all grades of refined sugar remain the same, with a light demand.

## Syrup and Molasses.

Glucose is unchanged and so is compound syrup, with a light demand. Sugar syrup is dull and unchanged, and so is molasses.

## Fish.

Mackerel of all grades is moving fairly well, owing to the Lenten demand, and prices show no quotable change, except that No. 1 Norways are a trifle firmer. Cod, hake and haddock are unchanged and in fair demand; prices steady. Domestic sardines dull, unchanged and easy; imported sardines scarce and firm. Salmon of all grades in seasonable demand at ruling prices.

## Canned Goods.

Tomatoes are absolutely holding their own, and quotations for standards are unchanged; demand very light. Corn and peas are dull and unchanged, this referring both to spot and future. Apples quiet at ruling quotations. California canned goods are in fair consumptive demand at unchanged quotations. Small staple canned goods are in seasonable demand at unchanged prices.

## Dried Fruits.

Prunes are decidedly easier and can be quoted probably a cent a

pound cheaper on the four sizes than a month ago. A smaller premium is also being asked for large sizes. Lack of demand appears to be the main reason. Peaches and apricots are in small demand at unchanged prices. Raisins are dull but unchanged, the market being in buyer's favor. Hallowii dates are unusually cheap, the quotation in a large way now being around 4 cents per pound. Currants are unchanged and in fair seasonable demand.

## Beans and Peas.

Domestic pea beans are quoted at \$2.40 in a large way, but quotations to come forward are slightly lower than this. The demand is moderate. Marrows are unchanged and fairly active. California limas are about  $\frac{1}{8}$  cent cheaper, due largely to brisk competition among the holders. Green and Scotch peas are quiet and in spite of short crop, Scotch are easy and show a declining tendency.

## Butter.

The consumptive demand for butter is normal for the season, and the quality arriving shows more or less winter defect. The percentage of strictly fancy butter is light and stocks in storage are being depleted as much as can be expected. The market is steady at ruling prices.

## Eggs.

The receipts of fresh eggs are increasing as is the consumptive demand. The receipts are in fact absorbed on arrival, and conditions are exactly the same as a week ago. Storage eggs are being pushed for sale at 2 to 3 cents below prices of a week ago. The outlook is for a good demand, with fluctuations of a cent or two either way.

## Cheese.

The consumptive demand for cheese is increasing, and the market has advanced  $\frac{1}{4}$  cent during the week at country points. The local trade shows increased outlet, and it looks now as if any change would be an advance.

## Provisions.

Everything in smoked meats remains firm at an advance of  $\frac{1}{4}$  cent, due to the higher cost of hogs. The consumptive demand is about normal for the season. Pure lard is firm at an advance of  $\frac{1}{2}$  cent,

and with a good consumptive demand. Compound lard is steady and unchanged. Barreled pork is firm and unchanged, with a fair consumptive demand. Dried beef shows an advance of  $\frac{1}{2}$  cent. Canned meats firm and moderately active.

## INDIVIDUAL MARKET REPORTS.

### Evaporated Apples, Etc.

The evaporated apple situation locally is very quiet with very little business coming from European or domestic markets. The bulk of the trading has been confined to speculators.

Good quality apples in 50-pound boxes are obtainable at from  $5\frac{1}{4}$  to 6 cents per pound f. o. b., with cartons  $\frac{1}{2}$  cent per pound higher. Some business has been done on 1913 crop for October-November shipment at  $6\frac{3}{8}$  to  $6\frac{1}{2}$  cents f. o. b. shipping point.

Raspberries are meeting with slow sale, but prices are steadily held at 16 to  $16\frac{1}{2}$  cents.

C. C. HALL.

Rochester, N. Y.

### Imported Fish Specialties.

Holland Herring.—The demand for Holland herring has been quite lively of late and stocks here are pretty well cleared. Ordinary quality of mixed and milker Holland herring in kegs is rather scarce here and is likely to remain so, as very few importers here will take over very many more herring before the close of the season. Prices therefore are firmer.

Scotch Herring.—We refer to the real Scotch. Summer fish are practically out of the market, and the few barrels one has on hand here and there bring exorbitant and fancy prices. Herring which are coming over now are mostly poor and thin winter fish and not liked by the trade.

Norway herring, especially Iceland, are getting quite scarce and will soon be out of the market. Some Sloe herring are now on the way and they will be of fine quality. The price of those has advanced in Norway.

Sardines.—Very few French are to be had, and in Portugal there is quite a scarcity of boneless and skinless and boneless kind. Catch having stopped, and we may not look for new catch now before May or June, consequently the market is very firm and boneless sardines very scarce.

Norwegian sardines continue in excellent demand, but stocks are insufficient to cover the demand.

Practically all the packers in Norway have been unable to fill their contracts and most of them have been unable to fill even a small part of their contracts. This is bound to reflect on our market and when present stocks, which are very moderate, will be exhausted, which will be before long, prices are bound to take an upward turn.

Norway mackerel are in somewhat better demand and No. 2s are rather scarce. The other grades are firmer in price.

STROHMEYER & ARPE CO.  
New York, N. Y.

### Standard Canned Goods.

The annual convention of the National Canners' and Brokers' Association at Louisville last week is written down as the best ever, and the returning Baltimore contingent declares that the developments were of a most encouraging character concerning the outlook for the business in 1913. If some of their enthusiasm can be injected into the market there will be rejoicing all along the line, for a tonic of some sort is certainly needed to lift the dullness that has prevailed since the first of the year. In this section there was a stillness that made the week just ending one to be remembered when dull periods are hereafter recalled by the fellow with a grouch and a sallow complexion.

Spot tomatoes moved out in small lots during last week, and the intrinsic value of the goods was demonstrated by the firmness of the prices in the face of the light demand for them. The weak sellers of the past month appear to have realized sufficiently to meet maturing obligations, and show no anxiety to push sales at present. For future delivery the general conditions and outlook continue to favor a stronger market in the coming season for tomatoes, with an upward rather than a lower trend to the market prices, for the reasons stated in our previous advices. The growers and the canners have not yet reached an understanding about the price to be paid for the coming crop, and the canners appear to be taking a long chance of finding a profit at today's quotations when the canning season rolls around.

In the general line of vegetables there was nothing doing outside of the small orders coming in daily for those articles that are usually in demand during the winter months. Sweet potatoes, string beans, baked beans, spinach, kraut and soaked peas attracted most attention because of the low prices for them, but they were far from being active. The very low prices



spot corn must soon cause some movement in that article in large quantities. Peas are asleep, except for a few soaks.

Pineapples and apples were fairly active again, especially No. 10 apples, which was the only item sold in straight car lots, and sold at a shade higher than they were at the first of the week. The remainder of the list of fruits was active and stayed in the canneries. For the first time this winter there is cold, freezing weather throughout this section last week, and the reports on the subject say it has delayed the rise of the sap in the fruit trees, which means the salvation of the crops next season. Before last week the calamity howlers predicted a fruit famine next summer.

Cove oysters were strong before the cold snap came on, and now the raw stock is scarcer and higher, and the prices for the canned articles are unchanged as yet.

THOS. J. MEEHAN & Co.  
Baltimore, Md.

#### Rice.

The demand has kept quite up to the average and prices firm. Japan certainly is having an increased call on account of its continued relative cheapness, as compared with equal prices in the Honduras. It is reported from New Orleans that about 25,000 sacks of Japan were shipped to Hamburg at the end of last week, to be followed by further considerable shipments to the same port, which would indicate that rice prices are at least on a parity with the "real" Japan, if not a little lower in cost. If this be the case, the natural result would be a higher level in all our home markets for the home product.

Advices from the South, along the Atlantic coast, report the demand for the past week as "distastefully slow," though it is anticipated that once the holiday period is passed, business will show decidedly increased activity. At New Orleans the demand is quiet, though prices are fairly well sustained. There has been some disposition towards crowding prices a little, but no special business has been put through at any real concession.

In the Interior—Southwest Louisiana, Texas and Arkansas—the mills are hugging their holdings close to their former limits, and there is some "swapping" being done, principally in the Honorable style, but at full figures. Japan is perhaps being pressed a trifle, and yet renewed strength is being exhibited, feeling that with a continuance of the shipments abroad there is every reason for a very strong situation. The planters, having cleaned out their holdings of rough, are now giving their special attention to the preparation of their lands

for seeding, the season for which at the present time is most propitious. The success of the planter has been quite unprecedented this year, and a much larger acreage is expected.

Cables and correspondence from abroad note rough rice market steady after a large business at the decline; "spot cleaned" flat; "forward Burma," steady at the decline.

DAN TALMAGE'S SONS CO.  
New York and New Orleans.

#### Spices.

The market is fairly active, but with few changes during the week. Foreign markets are reported generally steady, with rather higher prices than here.

Pepper.—Generally unchanged, but with a steady and strong undertone. Spot stocks are unusually small.

Cloves.—Steady and in good spot demand. Foreign markets continue firm and it is probable that an advance may occur at any time.

Pimento (Allspice).—Fairly steady and firm, but unchanged in price. Demand very satisfactory.

Mace.—Exceedingly scarce and firm. The demand is better.

Nutmegs.—In good demand. The market is unusually steady and we find there is a great scarcity of grinding grades. Supplies in the East are reported small and offerings scarce and well above market prices here.

Gingers.—Fairly steady, but unchanged.

Paprika.—Hungarian steady and unchanged. Spanish in good jobbing demand.

Seeds, Herbs, etc.—The feature of the week has been a sharp advance in coriander, due to higher prices for shipment and some speculative buying. Canary is slightly easier. Celery unusually firm and likely to go higher.

McCORMICK & Co., Inc.  
Baltimore, Md.

#### MARKET NOTES.

Because of much lighter receipts Florida oranges have advanced about 50 cents per box during the week. Hardly half the oranges are coming North that came a short time ago. Average fruit ranges from \$2.50 to \$3, and fancy from \$3 to \$4.50.

Florida grapefruit is stiff and slightly higher—\$3 to \$4. The demand is good.

Florida strawberries range from 30 to 40 cents per quart. They are plentiful and good.

Florida tomatoes are on a very moderate basis—\$2.25 to \$2.50 per

crate, demand good. Hothouse tomatoes show a decline and are now 25 to 35 cents per pound. The demand is fair.

Florida peppers range from \$1.75 to \$2 per crate, and are in very moderate demand.

Florida salad is actively wanted at \$1.25 to \$1.75 per hamper.

Florida eggplants range from \$1.75 to \$2 per crate, and are not wanted. Much of the receipts are unripe.

New Bermuda potatoes, No. 1, range from \$6 to \$6.25, and No. 2 from \$5 to \$5.25. The demand is no more than fair.

Michigan rhubarb is slow at 50 to 60 cents per bunch.

#### THE NEW YORK LETTER

(Continued from page 9.)

continue until the tariff situation is better understood. Black teas are steady, with moderate stocks and holders not pressing supplies.

A moderate business, mostly in withdrawals, is reported at the sugar refineries. The Federal is asking 4.25 cents for standard granulated for immediate shipment, and the others are asking five points more, being oversold in some instances.

In canned vegetables speculative activity seems to have ended for the time being and the demand for current requirements is of a hand-to-mouth kind. Some jobbers here and in other cities have been reselling their peas in order to realize on surplus stocks, but it is said that supplies thus sold have been of the cheaper grades. Slight concessions were made on some of these resales. The fancy grades seem to be scarce, however, and command full prices. Tomatoes are selling in a jobbing way. Holders are not willing to accept less than 80 cents for standard No. 3 Marylands, or less than 60 cents for No. 2s, the prices being f. o. b. Baltimore. There is no activity in futures. Corn, both spot and future, is quiet. In other lines trade is generally dull, with prices in some instances favoring the buyers.

The canned fruit trade is confined within jobbing limits and is steady in tone, but the volume of trading is not heavy.

Local jobbers are taking little interest in California dried prunes and seem indifferent to the coast reports of a firmer market, due to export demand and other causes. The prices, out of store New York, seem a trifle firmer, however. The straight 50s appear to be scarce. California raisins of all kinds are dull and weak. Some business is reported in apricots and stocks appear to be in small compass. Peaches are not active and prices are nominal. Opening prices have been made on the 1913 crop of California figs by the packers.

In canned fish, a feature is the brisk demand for domestic sardines, prices of which have an upward tendency. Salmon is quiet, but there is a firmer undertone, especially in pinks, as the weak sellers seem to have been eliminated from the offerings.

Flour is dull. In some circles there is said to be an improvement in shipping directions, but the gain is not general. There is some reselling, which competes with the millers' direct sales. The spring wheat patents are quoted from \$4.60 to \$4.80 per barrel in wood.

Butter is quiet and the tone of the market is barely steady. The fresh creamery extras are to be had at 36 cents, and only for the very highest marks is a half cent more paid. Firsts range from 33 to 35 cents. The lower grades have cleaned up moderately and are now fairly steady at quotations.

The egg market is easier. Arrivals are liberal and there is not much speculative support. The best grades of the fresh-gathered Western eggs bring from 19½ to 22 cents. The top prices of the fancy nearby eggs are from 25 to 26 cents. Storage eggs are urgently offered and are weak, most of the sales being from 16 cents down.

FRED. A. MCGILL.

\$2,000,000 Paid for  
Waste Paper in Penn-  
sylvania Last Year

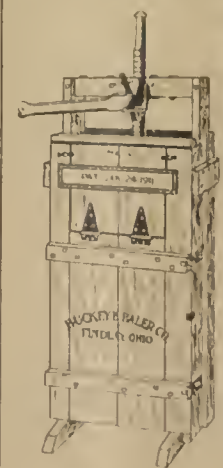
How much of it did you  
get? There is ready sale  
for all your Waste Paper,  
Pasteboard Boxes, etc., if  
baled.

THE BUCKEYE  
PAPER PRESS

does the work perfectly.

Write for catalog. Dept. A

Buckeye Baler Co.  
FINDLAY, OHIO







### CXCV.—Buying Real Estate Without Proper Protection.

This letter, from New York State, will be of general interest:—

Albany, N. Y., Feb. 17, 1913.

Elton J. Buckley, Esq.

Dear Sir:—We wish your advice on a matter that is troubling us considerably, as it involves a considerable sum of money. About two years ago we decided to buy the property in which our store is located, after having rented it for over ten years. We did not find it convenient to have the title insured, but we employed a lawyer to look up the title, and he went back about thirty years and then reported that it was all right. There were two encumbrances against it, a first mortgage and a small judgment, which we settled. The deal took about all the ready money we could raise, and we were just beginning to get over it and feel comfortable, when last month we received a letter from a lawyer, who said he represented a woman who had a one-sixth interest in the property. I believe that the trouble was in the settling of some estate, all interests not having been represented or something like that. We took the letter to our lawyer who had made the search, and he is now looking the matter up. If he finds the claim is good, we will have to stand good for about \$2,000 more. In such a case what can we do? If the case should take such a turn that we found our title was not good, it would ruin our business, as there is absolutely no other location that we could use. If you publish this, do not use our name.

Respectfully yours,  
N. & R.

Let me use this as a text for something on buying real estate without proper protection. At the beginning I will say to this correspondent that his lawyer should have found this one-sixth interest when he made the search. If it was there, not deeply hidden in any way, and you are obliged to pay it, you can recover the amount from him on the ground that he was negligent. But you cannot compel the holder of the one-sixth to sell to you because she did not agreed to, and you will simply be in the position of owning five-sixths of the property.

The steps in the acquisition of real estate are few, but each one is of the utmost importance. If anything, they are more important

when real estate is to be acquired for business purposes, for the destruction or impairment of one's entire business may be involved, while if it is real estate to be used for a dwelling, the loser can usually turn himself.

First should always come an agreement of sale, and whether you are the seller or the buyer, you should not approve this or sign it until it has been passed upon by a good lawyer. The agreement should bind the seller to convey the full and complete title to the property, not merely his interest, but the whole thing. If this correspondent had that kind of an agreement of sale, he will have an advantage in the controversy that he is now facing, though he might not wish to act upon it, as it would involve turning the property back on the seller, on the ground that he had contracted to deliver a full title, but had delivered only a five-sixths interest.

Next, the agreement of sale should recite what encumbrances are against the property, state the terms, the price, the date of settlement, and what is to become of the money paid on account in case the deal falls through.

Second, the protection of the title. There should always be title insurance where there can be, no matter what it costs. It is the only way to comfortably and safely buy a property. If title insurance is not practicable, the best and most experienced lawyer on real estate titles should be employed to run a search back for at least thirty years. Of course your protection here will rise no higher than the ability and the keenness of your lawyer. The man who economizes at such a time is playing with fate.

In a recent case the buyer of a piece of real estate had no agreement of sale except a verbal one, and not even a search of title. He

merely took a search that the seller had obtained for himself five years before, and accepted the seller's word that nothing had happened in the way of liens and judgments since that. In this case nothing may happen, but there are so many chances for loss that the buyer's only comfort lies in his ignorance of the possibilities.

Third, the deed. It is usually customary for the buyer to prepare the deed, so as to assure his getting the sort he wants. If there is to be title insurance, the company will pass on the deed, but if there is not, it should be passed on by a lawyer familiar with all details of the transaction. Many a deed has proven an empty husk—after the money had been paid for it.

The deed should be promptly recorded or it won't pass title as against the seller's creditors. This the title insurance company will attend to if there is title insurance. If not, see to it yourself; don't entrust it to anybody.

Speaking of the need of the deed being closely supervised, especially where there is no title insurance, the case books are full of cases where the failure to do this properly has bred litigation and loss. Not long ago, a man who was buying a property—this was also a store property—and who thought himself competent to manage the transaction without advice, found afterward that he had paid his money for a deed that lacked the signature of the seller's wife. They had lived apart for some years, but she was still legally his wife and his idea that he did not need to get her signature was wrong.

The buyer therefore had a property which was subject to the wife's dower right.

Cases of this sort or where the settling of an estate is involved, and where all the needed signatures were not obtained, are constantly

occurring. The right kind of supervision can almost always prevent them.

(Copyright, February, 1913, by Elton J. Buckley.)

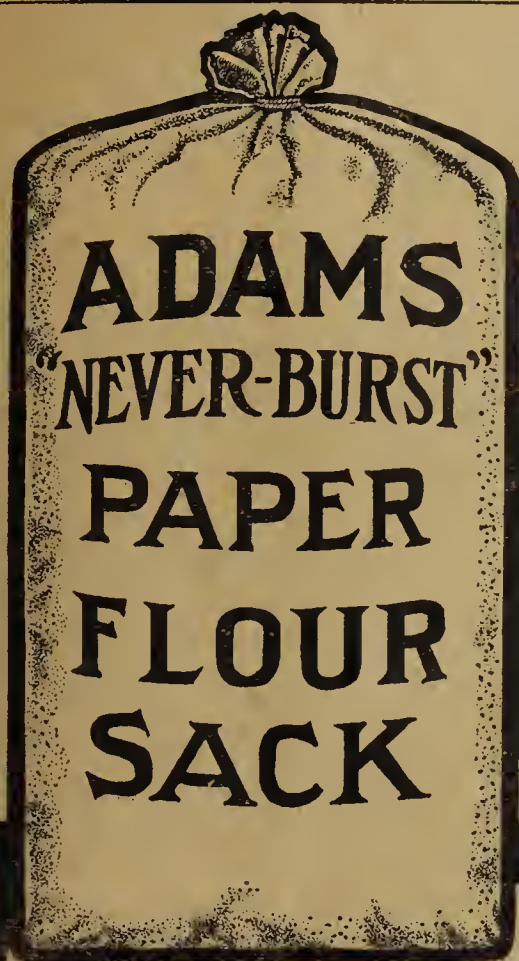
NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

### Possible Receiver for Big Paper Bag Co.

The New Jersey courts, upon petition of stockholders, has fixed March 8th for a hearing upon petition of applicants for the appointment of a receiver for the Union Bag and Paper Co., a New Jersey corporation, with \$27,000,000 of authorized capital stock, engaged in the business of the manufacture and sale of paper bag, paper and pulp and wood, with branches in various sections of the country and Canada. The petition does not allege insolvency, but charges that the company is being mismanaged through incompetency on the part of its directors, and is further charged that the assets of the company, by reason of mismanagement, are gradually diminishing. It is charged that Edward T. Barrett, president of the company, has had no practical training qualifying him for the position he holds, and that, through the establishment of sales agencies and the payment to these agencies of commissions, the company is sacrificing large dividends and suffering to such an extent, through mismanagement, that it is no longer able to pay dividends upon its preferred stock. Further, it is charged that "from its conception the defendant company has been managed upon an improper, fraudulent principle and its business has been conducted for the benefit of its directors, or some of them, at the expense of the company itself."

Florida beans range from \$2.00 to \$2.50 per crate; demand fair.





# Increasing The Grocer's Profit on FLOUR



Keeps flour dry.

Keeps out odors.

Keeps flour from sifting out and so insures full weight.

Costs less than the cotton flour bag and gives the grocer a larger profit.

Because it will pay you and because your customers will be better pleased, be absolutely certain to order your flour in quarters, eighths and smaller sizes packed in Adams "Never-Burst" Paper Flour Sacks.

"Never-Burst" Paper is a combination of New Manilla Hemp stock with used rope stock in the right scientific proportions to assure the greatest tensile strength without affecting the pliability of the paper.

Lets flour get damp.

Lets in odors.

Lets flour sift out causing short weight.

Costs more than the Adams "Never-Burst" Paper Flour Sack and leaves the grocer a smaller profit.

Stop buying and selling flour packed in cotton bags because you make less on it, because it is affected by dirt, dampness and odors, and cannot give your customers the same satisfaction as flour packed in Adams "Never-Burst" Paper Flour Sacks.

## "NEVER-BURST"

MADE ONLY BY

**The Adams Bag Co.**  
**CLEVELAND, OHIO.**





### How About This Case?

You know I've often gotten off stuff about fellows being in the grocery business that ought never to be there—fellows that looked like 30 cents as grocers but that could have made a ten-strike as something else.

Something happened to me up in Altoona, Pa., last week that fills me up with more stuff to say about that.

I was standing in the station waiting to get a local out, when somebody yelled at me and came over with a big paw held out. He was a good-looking fellow and he had some glad rags on that made me feel like a hostler.

I didn't know him at first, but it came back who he was as soon as he told me his name. I had twenty minutes to wait and he had thirty, and we hobnobbed there till my train pulled out. He was in the electrical business up in Schenectady, N. Y.—I think he said consulting engineer or something—and said he was making out big. I know he was, too, or he was putting up the finest bluff ever, for clothes like his don't come without money, and just before I left, a couple of his kids came out to look him up and they had a darkey nurse with 'em that had on better duds than I can afford to buy my wife.

That fellow used to be the dumbest grocer I ever knew. He was so fat-headed and dumb that he couldn't see his way in a lighted room.

Ten years ago that must have been, maybe fifteen; everything hurries on so you can't keep track. I sold him goods. How he got in the grocery business was this: His father had a store not far from Altoona and this boy worked in it. One day a stroke of paralysis hit the old man and he had to turn the thing over to the son. Son took about as much interest in it as I would in making pants for prize chickens. He worked at it hard

enough, but he couldn't catch on—he didn't seem to have any sense about trusting out and collecting, and any crack salesman who was cold-blooded enough could talk him into buying anything. As a grocer he was a mutt, and he would have been a mutt in any kind of retail business.

I remember having a talk one day with another road man, who covered the same territory, and we put it up to each other to think of the bunniest business man we called on. I wrote the name on a piece of paper and so did he, and when it came to a show-down both of us had picked out this boy.

"Ain't he the limit, though?" the other salesman asked me. "He don't know any more about business than he does about raising gold fish. I told him the other day he ought to get out; if he didn't he'd run the store into the ground, and it's too good a store to do that with."

"What did he say?" I asked.

"Said he didn't see how he could get out with his father sick, but he owned up that he hated it. I asked him then if there wasn't some other line he'd rather be in, and he said electricity was his choice."

Well, the good Lord let father get well and he went back in the store. One of the clerks told me he cried like a baby when he saw the state things were in. The boy got out and went to school somewhere and studied electricity and I've already told you what kind of a hit he made in it.

Now, suppose father hadn't come back. Son would have stayed on there as long as the store lasted, which probably wouldn't have been very long. A business is the easiest thing I know of to kill. Then maybe he would have been married, all his money would have been eat up, he couldn't go to school and he would have kicked around, making stabs at bum jobs all his life.

Never getting within a mile of

the good clothes or the darkey nurse.

The Lord sure did a good stunt that day he let father come back. But take it from me, I don't sympathize a little bit with father on account of the state he found his business in. The whole thing was his fault. He ought never to have put a square peg in a round hole. Fathers are awful foolish that way. They have a boy and nothing'll do except that he must go in the store, "to take some of the load off me." A lot of times nobody stops to think whether the boy's any good in the store; he's got to go in any way "to take some of the load off me." "I guess what's good enough for me is good enough for him."

I believe that's pretty close to a crime, if you ask me. I don't think a man who does that has any right to have a boy.

He ought to keep a dog.

THE STROLLER.

### This Decision Says Even the Manufacturer of a Patented Article Can't Fix the Resale Price.

The United States District Court for the New York District last Monday denied to owners of patents the right to fix resale prices on their patented articles. Judge Ray, who rendered the decision, held that the dealer who assents to fixed prices, as demanded by the patentee, becomes a party to an illegal combination in restraint of trade. In this respect, the decision carries out the purpose of a bill now before Congress. Action was brought by the Waltham Watch Company, of Waltham, Mass., against Charles A. Keene, a New York jeweler, to restrain him from selling for less than a fixed price Waltham watch movements. Every watch contained a notice that the retailer bound himself to regard the price agreement. Mr. Keene held that after purchase the watches became his property to sell for what-

ever he wished in spite of the fact that it was patented. In sustaining him Judge Ray declared that this case had no parallel in the Henry versus Dick case, where the Supreme Court held that the patentee was entitled to make certain restrictions regarding the use of his machines.

### Commissioner Ladd Points to Particularly Mean Food Fake.

**Calls Attention to "Heintz Gluten and Health Biscuit," Made in Chicago Which Mr. Ladd Says Perpetrates Two Frauds on the Sick.**

Food Commissioner E. F. Ladd of North Dakota, has called the attention of this journal to what appears to be a particularly mean food fake. It concerns "Heintz Gluten and Health Biscuits," and the Commissioner's statement on the subject is as follows:—

These products are put out by the Heintz Food Co., 208 N. Wabash avenue, Chicago. A sample of the Heintz Gluten Biscuit, No. 9,272, was brought to the laboratory by a representative of this firm; also, a sample of the Heintz Health Biscuit, No. 9,277. The products were analyzed, with results as follows: Heintz Gluten Biscuit:—

	Per Cent.
Nitrogen .....	2.11
Proteids and gluten .....	13.14

Therefore this product contains not as much gluten or total protein as is found in whole wheat, not more than is found in some of the flours, and to put this product upon the market for the use of those who need a gluten food is nothing less than criminal.

Heintz Health Biscuit claims to be a natural laxative. Analysis of this product showed the following:

	Per Cent.
Water .....	5.32
Ash .....	2.86
Fat .....	11.38
Protein .....	6.06
Carbohydrates .....	74.38

Total .....100.00

Examination showed this product to contain phenolphthalein which was added to give the laxative property. The product is not, therefore, as represented, since there is added to the product a drug to produce the laxative effect.

Mr. Ladd points out that the fraud was really two-fold, and in both cases was perpetrated on the sick. First the Gluten Biscuit was exploited as being a gluten biscuit, where as a matter of fact, it contained less gluten than ordinary whole wheat.

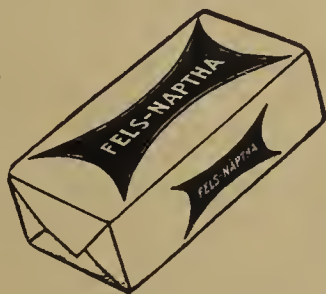
Second, the Health Biscuit had no natural laxative quality at all, but had a laxative effect only because a cathartic had been added to it to produce that effect. Of course the purchaser could have gotten the laxative effect without eating the biscuit.



## Your customers

steadily cling to **Fels-Naptha** because it not only does just what its makers claim, when directions are followed, but its high *Quality* has always been carefully kept strictly uniform. Women know they may *depend* on the **Fels-Naptha** way.

*Fels & Co.*  
PHILADELPHIA



## WHERE *the* GLASS JAR COMES IN

The glass jar in which **Croft's Swiss Milk Cocoa**—and that only—is packed offers the entering wedge to a sale, because it is unusual.

No woman ever saw cocoa packed in glass before; the sight is novel; she asks about it, and if you help a little, she buys.

Bought once, **Croft's Swiss Milk Cocoa** will always be bought again, for it has a flavor which has never been successfully imitated. Our exclusive making process removes the bad, develops the good, and the result is the smoothest, most delicious drinking cocoa on the market.

**Croft & Allen Co.**  
PHILADELPHIA, PENNA.

## BURK'S "BUTTERNUT" BACON

(Trade-Mark Reg. U. S. Pat. Off.)

Among the many brands on the market, this Bacon is a distinct favorite, being selected from prime corn-fed pigs. It is mild, sweet and of exquisite flavor, specially cured with granulated sugar.

It is not sold sliced or in jars, but is put up in narrow strips, cut absolutely square, strung with white cord, making any waste impossible; wrapped in high glazed and parchment paper and embellished on two sides with an attractive label of alternate blue and white diagonal bars bearing the words **Burk's Butternut Boneless Breakfast Bacon**. A red seal is also attached to the cord, stating the specific merits of this product.

The package makes an attractive window display and because of its distinctive label is readily recognized at a distance.

"Butternut Bacon" is the best for family use.

## BURK'S PASTRY LARD

### IN ONE-POUND PRINTS

This lard is open kettle rendered, absolutely pure and prepared in the most careful manner from the fat of young corn-fed pork. It contains no stiffening and as none of its original properties have been extracted, it is rich in oil and especially adapted for fine pastry.

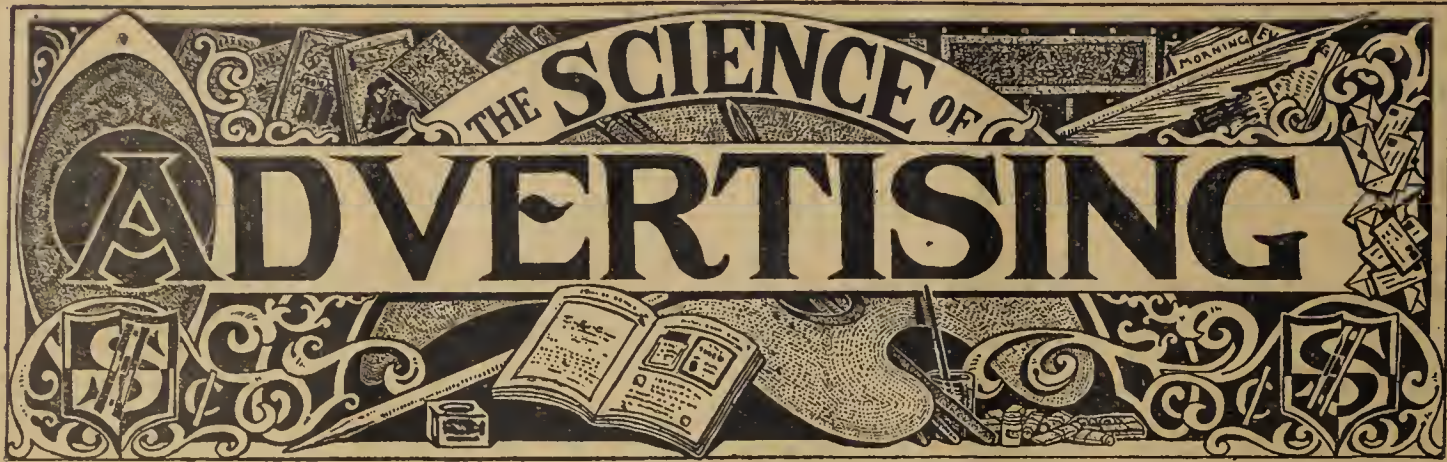
Wrapped in parchment paper, resembling in size and shape a pound print of butter, making a clean, sanitary and ever ready package.

Economical for the dealer, as it saves all draughts and possible overweight during a rush or through the indifference of clerks, and makes unnecessary the use of wooden trays and similar contrivances.

Made additionally attractive by the use of the blue and white label which makes Burk's products so distinctive wherever displayed.

**LOUIS BURK**  
Girard Avenue and Third Street  
PHILADELPHIA





Pittsburgh, Pa., Feb. 6, 1913.  
Editor "Science of Advertising."

Dear Sir:—Inclosed please find copy of our weekly ad. Would like very much for you to show up all the weak places.

Respectfully,  
HUEY & MATTHEWS.

The circular enclosed measured 12 x 18 inches and is reproduced below in miniature:—

used is heavy enough, but is rather a cheap grade, and its cheapness shows in its muddy gray color. A very small sum added to the cost of these circulars will improve the paper very much.

\*\*\*

I personally dislike this cut-price-stamp style of advertising, but it

the offer of certain goods at a certain price, accompanied by so many stamps. It really isn't advertising in the ordinary sense at all. The only thing one can say about it is that if the prices are obviously low, the advertisement will undoubtedly obtain business, if properly circulated to the right kind of people. I do not believe, however, and never have, that this is the best kind of advertising or the kind calculated to bring the most lasting benefit. If I stand in front of my store and offer singing canary birds for 10 cents each, there will probably be no limit to the business I will do, but will any of my customers come back? Undoubtedly they will—to see if there are more bargains, but if there aren't any, most of them will go away again. In other words, business obtained by cutting prices and giving stamps, without any persuasion as to quality, is usually temporary and transient business, and needs to be solicited anew with every order. On the other hand, if you persuade a woman, either by word of mouth or by advertising, that you have a blend of coffee at 35 cents which is quite the best thing in town for the money, and she tries it and likes it, then you will probably have her coming voluntarily to your store for other things, because she will argue that as she was suited so well in one thing she can probably be in others.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Cucumbers range from \$3 to \$4 and the supply appears to be unequal to the demand.

Supposing to-night

## FIRE

### DESTROYS YOUR STORE

and with it your day book, journal and ledger, or credit account system.

What would you do  
TO-MORROW?

WHAT COULD YOU DO?

## The "CHAMPION"

is

## FIRE-PROOF

We back this statement with a  
\$500.00

### Guaranty Gold Bond

to the merchant. No insurance company will protect your accounts—WE WILL.



Open—A desk, money drawer, recorder, filing system and credit register.

You are not only protected against fire, but also:

You know every cent you pay out or take in.

You can instantly tell what every person owes.

You save all bookkeeping.

Your accounts are always posted up to the minute.

You know how much each clerk sells.

You prevent disputed accounts, rebates and forgotten charges.

You have your finger constantly on the pulse of your business.



Closed—A substantial, fire-proof safe.

## The Champion Register Co.

Society for Savings Building  
CLEVELAND, OHIO

Use the coupon to-day—be protected

CHAMPION REGISTER CO.

Please send me information about the Champion Complete Accountant (Fire proof).

Name.....

Address .....

Business.....

No. Accts.....

Best Bag Blue  
3 boxes 10c

AT ALL OUR STORES

Best Toilet Paper  
2 large rolls 15c

WHERE QUALITY COUNTS

### Cutting Prices and Maintaining the Highest Quality

Has put us to the point where we can handle goods in such quantities that enables us to protect you against a rising market. The reputation our stores enjoy throughout the city, reflect credit on the housewife who deals with us.

Best American Granulated Sugar, this week 5c lb

Now is the time to buy before price advances

### GREAT FLOUR BARGAIN THIS WEEK

Big Diamond, Gold Medal or Pillsbury's Best, large 49 lb sack \$1.40

1/2 sack, 24 1/2 lbs., 70c

This price good for balance of week only

Lenox Soap or Swift's Pride Soap 8 bars 25c

Best Loose Lump Starch 3 lbs 10c

10 stamps with each 3 lbs Best Long Cut Sauer Kraut, this week 10c

3 large cans Best Tomatoes	28c	10 stamps with each	10c	Best Lima Beans	14c qt
2 small cans Best Tomatoes	15c	10 stamps with each can	10c	Best Navy Beans	12c qt
2 cans Webb's Best Corn	25c	10 stamps with each can	10c	Best Yellow Split Peas	12c qt
1 can Birdal Sugar Corn	25c	10 stamps with each can	10c	Best Green Peas	12c qt
2 cans good Crushed Corn	18c	10 stamps with each can	10c	Best Kidney Beans	13c qt
2 cans fancy Sifted Peas	25c	10 stamps with each can	10c	Best White Hominy	5c qt
2 cans Stringless Beans	25c	10 stamps with each can	10c	Best Head Rice	10c lb
2 cans fancy Spinach	25c	10 stamps with each can	10c	Good Japan Rice	7c lb
3 cans Kidney Beans	25c	10 stamps with each can	10c	Best Pearl Barley	5c lb
3 cans Alice Baked Beans	25c	10 stamps with each can	10c	Best Lentils	7c lb
3 cans Lima Beans	25c	10 stamps with each can	10c	Best Fine Oat Meal	5c lb

60 stamps with each pound	Diamond Tea 60c	25 stamps with each pound	Golden Blend Coffee 35c
30 stamps with each half pound	Diamond Tea 30c	20 stamps with each pound	Huma Blend Coffee 32c
50 stamps with each pound	Huma Blend Tea 40c	15 stamps with each pound	Special Blend Coffee 28c
25 stamps with each half pound	Huma Blend Tea 20c	15 stamps with each can	Willbur's Cocoa 10c

### FRUIT SPECIALS FOR THIS WEEK

Large Glass Jar Fancy Peaches, 10c jar; 3 for 25c, 1 doz jars 95c

This is the greatest bargain ever offered in Peaches. On sale in all our stores. Ask to see a jar. Packed 1 doz to case.

Best California Peaches	20c can	Best Evaporated Peaches	2 lbs 25c
Extra Choice California Peaches	17c can	Fancy Evaporated Peaches	3 lbs 25c
Fancy California Peaches	15c can	Best Evaporated Apricots	15c lb
Best Hawaiian Pineapple	20c can	Best California Prunes, large size	2 lbs 25c
Best California Cherries	25c	Choice California Prunes	3 lbs 25c
Good California Cherries	22c	Best California Seedless Raisins	10c pkg

15 stamps with each package	MORTON'S SALT 10c pkg	6 bars 25c	Rub-No-More Soap
15 stamps with each package	MORTON'S SALT 10c pkg	6 bars 25c	White Laundry Soap
15 stamps with each package	MORTON'S SALT 10c pkg	6 bars 25c	Sunny Monday Soap
15 stamps with each package	MORTON'S SALT 10c pkg	6 bars 25c	Ivory Soap
15 stamps with each package	MORTON'S SALT 10c pkg	6 bars 25c	Fairy Soap
15 stamps with each package	MORTON'S SALT 10c pkg	6 bars 25c	Star Soap
15 stamps with each package	MORTON'S SALT 10c pkg	6 bars 25c	Rub-No-More Powder
15 stamps with each package	MORTON'S SALT 10c pkg	6 bars 25c	Star Naptha Powder
15 stamps with each package	MORTON'S SALT 10c pkg	6 bars 25c	Soapine Washing Wax
15 stamps with each package	MORTON'S SALT 10c pkg	6 bars 25c	Washing Gas
15 stamps with each package	MORTON'S SALT 10c pkg	6 bars 25c	Mother's Cleanser
15 stamps with each package	MORTON'S SALT 10c pkg	6 bars 25c	Borax Powder

Our Large Loaf Home Made Bread, 7c Family size 5c loaf

5 stamps with each Loaf Best Graham Bread, this week 5c loaf

OUR BAKERY SPECIALS FOR SATURDAY ONLY

10c Cinnamon Cakes, French or German style, 7c Raisin Bread, great value, 5c

20 stamps with each quart bottle Best Log Cabin Syrup 45c

10 stamps with each pint bottle Best Log Cabin Syrup 25c

Our Bakery Special for Wednesday, Thursday and Friday Only

Raisin or Apricot Pies, large and well filled 10c

Try one today and be convinced of the high quality of our pies. Baked in our own shop. Where Quality Counts.

HUEY & MATTHEWS, CASH GROCERS

1369 Lincoln Avenue Lang Avenue and Monticello Street, Bell Phone 5946 Hiland. P. & A. 1931-X

323 Brushton Avenue 323 Brushton Avenue 6532 Frankstown Avenue 5805 Penn Avenue

Bell Phone 9330-J Hiland Bell Phone 1043-W Wilkins Bell Phone 9527-J Hiland P. & A. Phone 1061-X

My experience has been that this is a little large for a circular. It is hard to get it distributed and a little unwieldy to handle. The paper

cannot be denied that it often gets results. There is very little to discuss or criticise about it, because it is absolutely elementary—merely





## Franklin Carton Sugars Include All Active Selling Grades

*And are packed in 24, 48 and 60-lb. containers*

FRANKLIN CARTONS save time, prevent loss by overweight, save bags and string. We do the "factory work" of *packaging* the sugar—you do the "store work" of selling it. The saving of time, overweight and string enables you to make a positive profit on sugar instead of a loss. You can sell any grade of sugar your customers want in the convenient, sanitary carton; the capacity of the containers enables you to buy in the most convenient quantities.

**THE FRANKLIN SUGAR REFINING COMPANY, Philadelphia, Pa.**

"Your customers know FRANKLIN CARTON SUGAR means CLEAN SUGAR"



## It's a Pleasure to Sell Daniel Webster Flour

When you offer DANIEL WEBSTER FLOUR to a customer tell her it's better flour than she ever had before; tell her you're proud to sell it; tell her it will make a bigger loaf of bread per quantity used, that the bread will keep fresh longer—tell her that she'll find it a splendid flour for cake and pastry as well as bread. DANIEL WEBSTER FLOUR will back up your strongest recommendations, it *has* the *baking quality* and the *uniformity* that will please customers and bring them back. Extensive magazine and newspaper advertising has created wide demand for DANIEL WEBSTER FLOUR, and our dealer helps will enable *you* to turn this demand into sales. Write for our proposition to dealers.

**Eagle Roller Mill Company, New Ulm, Minn.**



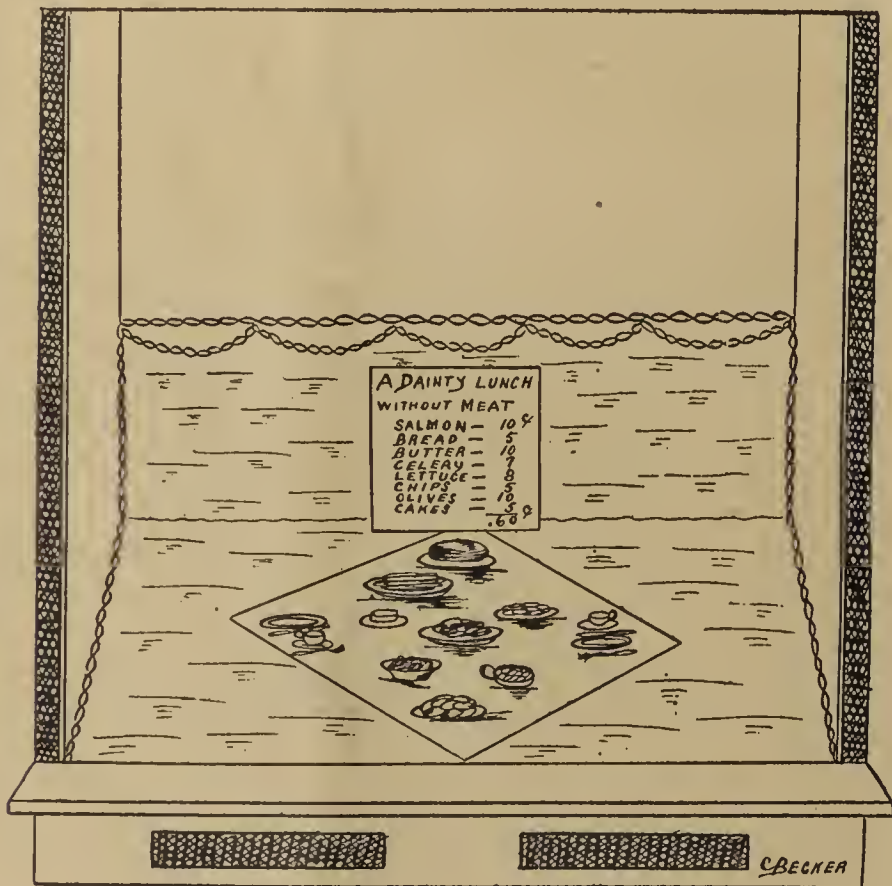


## Two More Lenten Suggestions

Two more Lenten suggestions. They are both very simple, yet attractive, and will take very little time to arrange.

### No. 1.

The lunch window is arranged as follows: First cover the bottom of the window with light green crepe paper and spread a linen doily or small table cloth in the centre. Set places for two, using fine, dainty china and silver knives and forks. In the centre, on a little platter, place the contents of a small can of red salmon, and around it in suit-

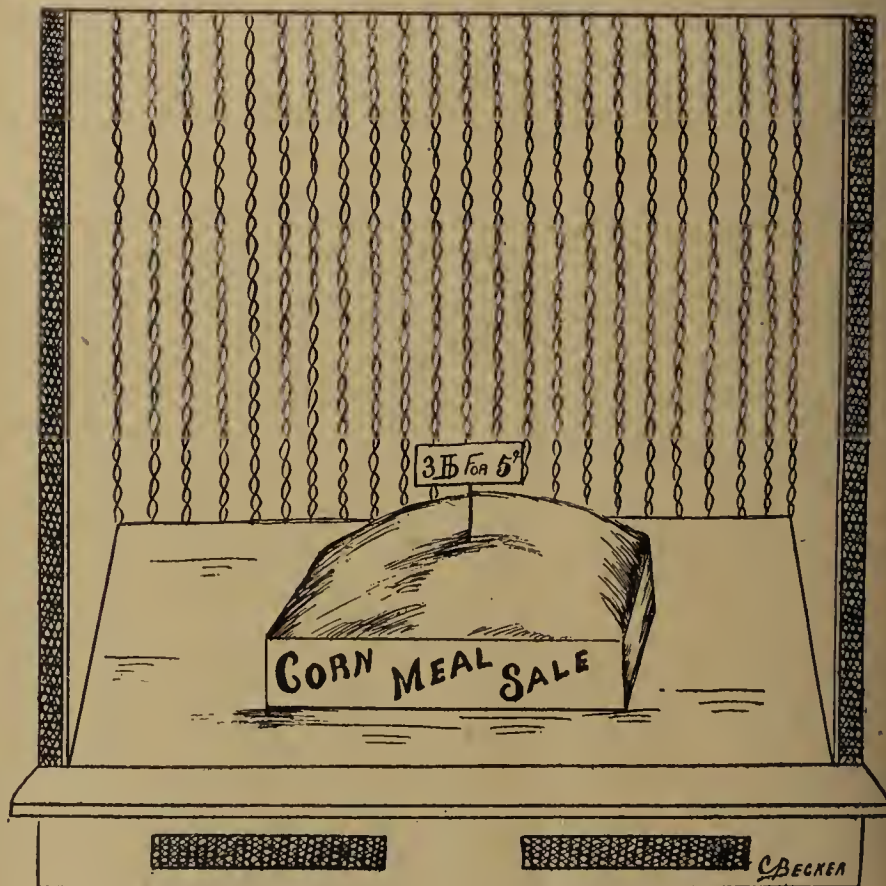


able dishes place some prepared lettuce, cleaned celery, a small piece of butter, olives and some small, dainty cakes and a loaf of bread. Run some of the pale green paper across the window at the rear and finish with a twisted strip of white, as illustrated. Place a large sign

card, with lettering as illustrated, with price and total amount of article displayed.

### No. 2.

A corn meal sale is O. K. at this season. This one is simple, but sure to please. To arrange, first cover the bottom of the window with corn color or pale yellow crepe paper, also the sides of a very large flat box. Letter it in black—stove polish will answer for paint. Put it on with a flat brush of soft camel's hair or cut the letters out of black



paper and paste them on. Fill the top of the box with corn meal and place a small sign card on top stating sale price, which is made to suit yourself. Cover the entire rear of the window with twisted strip of the yellow crepe paper. Tack them about two inches apart.

### New Patents and Trade-marks in the Grocery Line.

Messrs. Davis & Davis, Washington Patent Attorneys, report, this week, the grant of the following patents:—

- Washington, D. C., Feb. 4, 1913.  
1,051,868. Display attachment for barrels. J. W. Duffee, Washington Court House, Ohio.  
1,052,187. Advertising display device. J. Stranders, New York, N. Y.  
Washington, D. C., Feb. 11, 1913.  
1,052,484. Drawer or bin. C. F. Kade, Sheboygan, Wis.

### TRADE-MARKS PUBLISHED FOR OPPOSITION.

- Ser. No. 59,442. "Jay-Zee" for coffee. J. Zinsmeister & Sons, Louisville, Ky.  
Ser. No. 65,310. "Nimbus" for candies and chocolates. Wallace & Co., Brooklyn, N. Y.  
Ser. No. 66,207. "White Rose" for coffee. Seeman Bros., New York, N. Y.  
Ser. No. 67,231. "Fry" for chocolate and cocoa. J. S. Fry & Sons, Ltd., Bristol, England.  
1,052,607. Merchandise vending machine. J. C. McBride and T. A. Blair, Boulder, Col.

- 1,052,519. Candy machine. P. H. Schabacker and P. H. Smith, Buffalo.  
Ser. No. 67,302. "Virginia Belles" for candy. Powell's, New York, N. Y.  
Ser. No. 67,358. "Powell's" for candy. Powell's, New York, N. Y.  
1,052,616. Chaff separator for coffee mills. B. Nordin-Bergland, Ontario, Canada.  
Ser. No. 67,152. "Over-sea" for canned goods. Consolidated Grocery Co., Tampa, Fla.  
Ser. No. 67,416. "Bon Ton" for canned goods. N. Scharff & Sons Grocery Co., St. Louis, Mo.

- 1,052,492. Measuring apparatus. F. M. Lindsay, Lenoir City, Tenn.  
1,052,594. Package of commodity. J. O. E. Krohn, Chicago, Ill.  
1,053,015. Coffee pot attachment. I. Darlington, Vaughan, W. Va.  
Ser. No. 67,221. "Wisteria" for canned goods. Gordon, Sewall & Co., Houston, Texas.  
Ser. No. 67,530. "Bazaar" for biscuits. National Biscuit Co., Jersey City, N. J. Also the following names: "Cartwheels", "Bouquet", "Willie Winkle", "Donora", "Evangeline", "Citrola", "Pantheon", "Pioneer", "Bunty" and "Lorna Doone".



Published every  
Monday.

# Grocery World

AND

Circulates in every  
State of the Union  
and Canada.

## General Merchant

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## Chicago Co-operative Apple Sale Conducted by Wholesaler, Retailer and Consumer in Combination

**Helped Everybody and Grocers Made Seventy-five Cents a Barrel and Sold One Hundred and Thirty-one Barrels. Status of Federal Net Weight Legislation. Thinks Retailers Should Concentrate Their Purchases in Few Hands.**

Special Correspondence of "Grocery World and General Merchant."

Cleveland, Ohio,

February 27, 1913.

According to ex-president Thomas P. Sullivan, the co-operative apple sale which was recently held in Chicago by the organized women in collaboration with the grocers, was a huge success. The apple sale, participated in really by the wholesaler, retailer and consumer, was a success beyond anyone's conception. Mr. Westerfeld, a well known Chicago grocer, reports a sale of 68 barrels of Baldwin apples and 63 boxes of Western apples, and many other grocers report sales proportionately large.

The aggregate result was that over 30,000 barrels of apples were sold at ten pounds for 25 cents, or about \$1.25 per bushel. The consumers were pleased, the retailers made 75 cents per barrel, the producers moved their goods at fair prices, thus proving that proper co-operation is the solution.

The Chicago retailers have now appointed a permanent committee consisting of the following members: Sol. Westerfeld, W. A. Marose, Robert Miller, W. Preis, W. J. Minter, L. L. Schmall, C. A. Burrows and Frank Beaud, to confer with the ladies' food clubs of this city, and are now taking up the proposition of another sale in the near future.

It would be well for the retail grocers of our Eastern cities, where there seems to be a degree of bitterness displayed by the women's clubs and their advocates toward the retail grocer, to adopt the plan put into force here in Chicago, and meet with the women's clubs and discuss the various phases of the question.

\*\*\*

In these days of close competition it is best that we seize every opportunity to secure our goods to the very best advantage and at the lowest cost, so that we get the best results.

A short time since I stepped into one of our stores and while talking with the proprietor, three traveling salesmen, all handling the same kind of goods, came in one after the other, and so closely did they follow that the first had just gone when the third arrived. How many more came at other times I do not know.

Knowing the gentleman well, I inquired about his affairs and found that he owed each an account, and was just holding onto the business from month to month. I tried to advise him but found that he was so far gone that he could not make good.

One of the greatest mistakes made by our retailers is that they trade with too many salesmen and do not concentrate their business dealings. It is best to encourage competition, but never should he deal with more than two houses in the same line.

When the trade is divided between a number it is not an incentive to any one of them. You have only to think of this question from your own standpoint.

The salesman who is sure of your trade does not try to overload you. He will give you the inside figure. And let me assure you there are inside figures.

He will tell you of a contemplated rise or fall in the market. He will tell you of bargains. In fact, he will take an interest in your business to the extent of helping you increase your trade, and at the same time make better business for himself.

Concentrate your trade, try it for one year and you will find that you have made a greater per cent. in doing so than in selling and buying under the old method.

I have given this question much thought and a personal trial and do not guess as to results.

Buy what you need—no more.

\*\*\*

The net weight bill which passed the National House of Representatives last summer has been recommended to the Senate by the committee having it in charge. The amendment provides that all packages sold for 6 cents or less shall be exempt from the provisions of the bill. The bill passed the House with the provision inserted allowing for reasonable variations. The recommendation by the committee is that the Department of Agriculture shall make rulings for regulating reasonable variations, and requires the department to keep record of all variations allowed. As there is very little difference between the bill as it stands and the bill it passed the House it is very probable that the bill will become a law and be signed by the President in very few days.

JOHN A. GREEN

Secretary National Retail Grocers' Association.

## Pennsylvania Food Law Prospects Still Unsettled

**Curtice Bros. Gives Benzoate Demonstration to Legislative Committee. Some Sentiment Gathering for Benzoate. Philadelphia Grocers' and Importers' Exchange Files Brief.**

There is as yet no way of predicting what the Pennsylvania Legislature will do at the present session with food legislation. The proposed new general food law, forbidding benzoate of soda, sulphur dioxide, alum in baking powder and pickles, the retailer's guarantee clause, and providing for the labeling of net weight, is still being discussed by the various interests affected. Further hearings have been held, and the Senate Committee on Health and Sanitation, which has the bill in charge, had a meeting to consider it last Tuesday, but reached no conclusion what to recommend.

Curtice Bros., of Rochester, N. Y., who have always been among the foremost advocates of the harmlessness of benzoate of soda, gave a novel and striking demonstration to the committee during

the week. Unfortunately it was late at night and only a few members were present. The demonstration was intended to show that vinegar and spices were much more effective in concealing rottenness in tomatoes, for instance, than benzoate of soda. The representative of Curtice Bros. showed a sample of rotten tomatoes, and treated it respectively with benzoate and with vinegar and spices. One member of the committee is reported to have subsequently expressed himself as being very strongly impressed.

Meanwhile other interests have rallied to the interest of benzoate of soda. The American Preserve Co., of Philadelphia, and several other concerns have filed briefs with the committee urging that no ban be placed upon it, and the Philadelphia Grocers' and Importers' Exchange also filed one last

Thursday in which an argument was made against forbidding benzoate. The Philadelphia Exchange appears to be taking a more prominent part in fighting against the proposed legislation than any other trade organization. The brief filed on Thursday argues against a change in the present law, on the ground first that it has proven sufficient, and second that the courts have construed it and the trade is beginning to know where they stand under it. The brief next attacks the proposed bill on a dozen grounds, all of which have been published. The Exchange also asserts that corn syrup and glucose be inserted as legal ingredients of food products.

Nothing has as yet come of the alleged agreement between the trade interests and the Dairy and Food Department to the effect that 35-1,000 of 1 per cent. of sulphur dioxide should be allowed by the bill.

The Committee on Health and Sanitation will hold another meeting to consider food legislation on March 11th, and it is expected that further witnesses will be examined as to the status of benzoate and sulphur in food. It is almost certain that a compromise bill will be passed.



# Announcement is Made of The Annual Puffed Rice and Puffed Wheat Coupon Sampling Plan

It will be three and one-half times as great as in previous years.

Seven million, six hundred thousand of the coupons will call for a package of Puffed Rice or Puffed Wheat absolutely free.

***You'll get your full profit on every coupon.***

We redeem from you in cash at the regular retail price. 22,000,000 Magazines will present this gift to women. Here is the list of magazines in which the coupon will soon appear.

Saturday Evening Post  
Ladies' Home Journal  
Woman's Home Companion  
McCall's  
People's Home Journal  
Pictorial Review  
Youth's Companion  
Uncle Remus' Home Magazine  
Modern Priscilla  
Literary Digest  
Outlook  
Vogue  
Canadian Magazine  
Canadian Home Journal  
Woman's World  
Delineator  
Designer  
Woman's Magazine  
Ladies' World  
Home Life  
People's Popular Monthly  
Housewife  
Mother's Magazine  
Leslie's Weekly

Christian Herald  
American Boy  
Holland's Magazine  
Harper's Bazaar  
Canada Monthly  
Canadian Pictorial  
Western Home Monthly  
McLean's Magazine  
*Sunday Magazine of*  
Chicago Record-Herald  
St. Louis Republic  
Philadelphia Press  
Pittsburgh Post  
New York Tribune  
Boston Post  
Washington Star  
Minneapolis Journal  
Buffalo Courier  
Detroit News-Tribune  
Baltimore Sun  
Pittsburgh Gazette-Times  
Minneapolis Tribune  
Louisville Courier-Journal  
New Orleans Picayune

Rochester Democrat and Chronicle  
Philadelphia North American  
Richmond Times-Dispatch  
Omaha World-Herald  
Buffalo Times  
Boston Herald  
Pittsburgh Dispatch  
Detroit Free Press  
Milwaukee Sentinel  
Columbus Dispatch  
Denver Republican  
Worcester Telegram  
Providence Tribune  
New York Sun  
Boston Globe  
San Francisco Call  
Washington Post  
Omaha Bee  
Chicago Tribune  
St. Louis Globe-Democrat  
Cincinnati Enquirer  
Memphis Commercial Appeal  
Denver Rocky Mountain News  
Des Moines Register and Leader

This is a chance to get new trade. Get women started by redeeming their coupons.

***We guarantee the sale*** on goods you purchase to take care of the business sure to follow this offer. Buy two cases each Puffed Rice and Puffed Wheat, and should any part remain on August 1st, we will relieve you of the surplus on request.

## INSTANT ACTION NECESSARY

# The Quaker Oats Company

CHICAGO



## Goods That Are Being Advertised to Your Customers

**"Grocery World and General Merchant" Makes Compilation of Products for Which Demand Is Being Created Through Leading Periodicals. Papers and Magazines Used as Basis Cover Entire Country.**

[The compilation which appears below is the result of more thinking along a line which was given some discussion several months ago, viz., the advantage to the retailer of keeping posted as to what products are being advertised to his customers, so that he may get the benefit of such advertising, if the product is for other reasons a desirable one to sell. The list here presented includes practically every leading magazine and periodical, and products that are not advertised in at least some of them are hardly advertised in this way at all, although they may be in newspapers or in direct ways, such as sampling, demonstrating, etc.]

### March.

#### Good Housekeeping.

Baker's Cocoa, one page.  
Royal Baking Powder, one page.  
Shredded Wheat, one page.  
Old Dutch Cleanser, one page.  
Armour's Simon Pure Leaf Lard, one page.  
Wesson Snowdrift Oil, one page.  
Crisco, one page.  
Campbell Soup, one page.  
Cox's Gelatine, one page.  
Procter & Gamble's White Naphtha Soap, one page.  
Kitchen Bouquet Flavoring Extract, one page.  
Nesco Onion Salt, one page.  
Heinz Baked Beans, one page.  
Jell-O, one page.  
Sunshine Specialties, one page.  
Eagle Brand Condensed Milk, one page.  
Welch's Grape Juice, one page.  
Burnham & Morrill's Fish Flakes, one page.  
Meadow Gold Butter, one page.  
Minute Tapioca, one page.  
Nesnah Dessert, one page.  
G. Washington's Coffee, one page.  
Ivins' Cakes, Crackers and Cookies, one page.  
Swift's Premium Hams and Bacon, one page.  
Snow Flake Soap, half page.  
Ivory Soap, one page.  
Occident Flour, one page.  
Bon Ami, one page.  
Cresca Delicacies, two inches.  
U-All-No Mints, two inches.  
Wheatena, two inches.  
White House Coffee and Tea, half page.  
Kornlet, quarter page.  
Burnett's Vanilla, half page.  
Hunt's California Fruits, half page.  
Three-in-One Oil, quarter page.  
Cando Silver Polish, quarter page.  
Electro Silicon Silver Polish, quarter page.  
None Such Mince Meat, half page.  
Educator Crackers, half page.  
Vitalite White Enamel, one page.  
Valspar Varnish, one page.  
Elastica Floor Varnish, one page.  
Liquid Veneer, one page.  
Peter's Chocolate, one page.  
Ralston Wheat Food, one page.  
Knox Gelatine, one page.  
Beech-Nut Peanut Butter, one page.  
Worcester Salt, one page.  
Van Camp's Pork and Beans, one page.  
Sherwin-Williams Paints and Varnishes, one page.

#### Ladies' World.

Welch Grape Juice, eighth page.  
Lea & Perrin's Sauce, four inches.  
Ivory Soap, one page.

Royal Baking Powder, quarter page.  
Van Camp's Pork and Beans, quarter page.  
Burnett's Vanilla, eighth page.  
Instant Postum, quarter page.  
Snider's Catsup, half page.  
Grape Nuts, quarter page.  
Jell-O, quarter page.  
Electro Silicon Silver Polish, two inches.  
None Such Mince Meat, eighth page.  
Mapleine, three inches.  
Heinz Baked Beans, half page.  
Knox Gelatine, two inches.  
Post Tavern Special, quarter page.  
Sapolio, quarter page.  
Three-in-One Oil, four inches.  
Whittemore Shoe Polishes, four inches.  
Sunshine Specialties, eighth page.  
Gold Dust Washing Powder, four inches.  
Puffed Wheat and Rice, half page.  
Occident Flour, quarter page.  
Liquid Veneer, quarter page.  
Bon Ami, one page.

#### McCall's Magazine.

Ivory Soap, one page.  
Campbell's Soup, half page.  
Post Tavern Special, third page.  
Instant Postum, third page.  
Grape Nuts, third page.  
Sapolio, third page.  
Van Camp's Pork and Beans, third page.  
Liquid Veneer, half page.  
Burnham & Morrill Fish Flakes, quarter page.  
Jello-O, half page.  
Crisco, half page.  
Three-in-One Oil, quarter page.  
Lea & Perrin's Sauce, four inches.  
Jap-a-Lac, four inches.  
Heinz 57 Varieties, two-thirds page.  
Knox Gelatine, one page.

#### Delineator.

Snider Pork and Beans, one page.  
Gold Medal Flour.  
Ivory Soap, one page.  
Instant Postum, quarter page.  
Van Camp's Pork and Beans, quarter page.  
Post Tavern Special, quarter page.  
Royal Baking Powder, quarter page.  
Crystal Domino Sugar, quarter page.  
Blue Label Ketchup, ten inches.  
Mapleine, four inches.  
Crisco, quarter page.  
Ralston Wheat Food, quarter page.  
Sherwin-Williams Paints and Varnishes, quarter page.

Grape Nuts, quarter page.  
Puffed Wheat and Rice, quarter page.  
Armour & Co.'s Products, half page.  
Yacht Club Salad Dressing, two inches.  
Jap-a-Lac, eight inches.  
Three-in-One Oil, two inches.  
Quaker Oats, half page.  
Hunt's California Fruits, eighth page.  
Stero Bouillon Cubes, eighth page.  
Electro Silicon Silver Polish, two inches.  
Jell-O, quarter page.  
Sapolio, quarter page.  
Knox Gelatine, quarter page.  
Procter & Gamble's White Naphtha Soap, quarter page.  
G. Washington's Instant Coffee, quarter page.  
Liquid Veneer, quarter page.  
Welch Grape Juice, eighth page.  
Old Dutch Cleanser, one page.

#### The Woman's Magazine.

Snider Pork and Beans, one page.  
Gold Medal Flour.  
Ivory Soap.  
Post Tavern Special, quarter page.  
Crisco, quarter page.  
Royal Baking Powder, quarter page.  
Van Camp's Pork and Beans, quarter page.  
Sherwin-Williams Paints and Varnishes, quarter page.  
Grape Nuts, quarter page.  
Instant Postum, quarter page.  
Mapleine, four inches.  
Stero Bouillon Cubes, eighth page.  
Puffed Wheat and Rice, half page.  
Quaker Oats, half page.  
Armour's Products, half page.  
Three-in-One Oil, two inches.  
Liquid Veneer, quarter page.  
Sapolio, quarter page.  
G. Washington's Coffee, quarter page.  
Jell-O, quarter page.  
Blue Label Ketchup, ten inches.  
Welch Grape Juice, eighth page.  
Jap-a-Lac, eighth page.  
Knox Gelatine, quarter page.  
Old Dutch Cleanser, one page.

#### Designer.

Snider Pork and Beans, one page.  
Gold Medal Flour, one page.  
Ivory Soap, one page.  
Van Camp's Pork and Beans, quarter page.  
Royal Baking Powder, quarter page.  
Crisco, quarter page.  
Sherwin-Williams Paints and Varnishes, quarter page.  
Instant Postum, quarter page.  
Blue Label Ketchup, ten inches.  
Grape Nuts, quarter page.  
Welch's Grape Juice, eighth page.  
Jap-a-Lac, eighth page.  
Post Tavern Special, quarter page.  
Puffed Wheat and Rice, half page.  
Armour's Products.  
Quaker Oats, half page.  
Stero Bouillon Cubes, eighth page.  
Mapleine, four inches.  
Mother's Oats, quarter page.  
Jell-O, quarter page.  
Liquid Veneer, quarter page.  
Sapolio, quarter page.  
Procter & Gamble's White Naphtha Soap, quarter page.  
G. Washington's Coffee, quarter page.  
Knox Gelatine, quarter page.  
Old Dutch Cleanser, one page.

#### Everybody's Magazine.

Cream of Wheat, one page.  
Jones' Dairy Farm Sausage, quarter page.  
Grape Nuts, one page.  
Campbell's Soup, one page.

Peter's Chocolate, one page.  
Dromedary Dates, half page.  
Snider's Catsup, third page.  
Blooker's Cocoa, two inches.  
Fairy Soap, one page.  
Welch's Grape Juice, one page.  
Ivory Soap, one page.  
Old Dutch Cleanser, one page.

#### The American Magazine.

Fairy Soap, one page.  
Blooker's Cocoa, two inches.  
Blue Label Ketchup, third page.  
Peter's Chocolate, one page.  
Shredded Wheat Biscuit, two-thirds page.  
Welch's Grape Juice, two-thirds page.  
Snider's Porks and Beans and Catsup, third page.  
Heinz Baked Beans, three-quarters page.  
Ivory Soap, one page.

#### McClure's.

Ivory Soap, one page.  
Bon Ami, one page.  
Sunshine Biscuit, half page.  
Grape Nuts, one page.  
Snider Pork and Beans, one page.  
Dromedary Dates, half page.  
Crystal Domino Sugar, one page.  
Cresca Foreign Delicacies, two inches.  
Blue Label Ketchup, half page.  
Fairy Soap, one page.  
Cream of Wheat, one page.  
Shredded Wheat Biscuit, one page.

#### The Outlook.

Ivory Soap, one page.  
Sunshine Specialties, half page.  
Quaker Oats Co., one page.  
Maillard's Cocoa, quarter page.  
Whitman's Chocolate, half page.  
Heinz Baked Beans, one page.  
Three-in-One Oil, half page.  
Egyptian Deodorizer, quarter page.  
Wrigley's Spearmint, one page.

#### Ladies' Home Journal.

Fairy Soap, one page.  
Ivory Soap, one page.  
Royal Baking Powder, quarter page.  
Instant Postum, quarter page.  
Sherwin-Williams Paints and Varnishes, quarter page.  
Crisco, one page.  
Post Tavern Special, quarter page.  
Meadow Gold Butter, quarter page.  
Ralston Wheat Food, quarter page.  
Grape Nuts, quarter page.  
Burnett's Vanilla, eighth page.  
Occident Flour, quarter page.  
Yacht Club Salad Dressing, two inches.  
Electro Silicon, two inches.  
Hormel's Hams and Bacon, eighth page.  
Welch's Grape Juice, half page.  
Hunt's California Fruits, eighth page.  
Puffed Wheat and Rice, half page.  
Three-in-One Oil, four inches.  
Kornlet, six inches.  
Quaker Oats, half page.  
Mother's Oats, quarter page.  
Sunshine Specialties, quarter page.  
Horlick's Malted Milk, two inches.  
Jap-a-Lac, eighth page.  
Whittemore's Shoe Polishes, four inches.  
Educator Crackers, eighth page.  
Snider's Pork and Beans, four inches.  
Lea & Perrin's Sauce, four inches.  
Procter & Gamble's White Naphtha Soap, quarter page.  
G. Washington's Coffee, quarter page.  
Emery's Deviled Sardines, four inches.  
Jell-O, quarter page.  
Beech-Nut Peanut Butter, quarter page.

(Continued on page 16)



Supposing to-night

# FIRE

DESTROYS YOUR STORE

and with it your day book, journal and edger, or credit account system.

What would you do

TO-MORROW?

WHAT COULD YOU DO?

## The "CHAMPION"

is

## FIRE-PROOF

We back this statement with a

**\$500.00**

**Guaranty Gold Bond**

to the merchant. No insurance company will protect your accounts—WE WILL.



Open—A desk, money drawer, recorder, filing system and credit register.

You are not only protected against fire, but also:

You know every cent you pay out or take in.

You can instantly tell what every person owes.

You save all bookkeeping.

Your accounts are always posted up to the minute.

You know how much each clerk sells.

You prevent disputed accounts, rebates and forgotten charges.

You have your finger constantly on the pulse of your business.



Closed—A substantial, fire-proof safe.

**The**

## Champion Register Co.

Society for Savings Building  
CLEVELAND, OHIO

Use the coupon to-day—be protected

CHAMPION REGISTER CO.

Please send me information about the Champion Complete Accountant (Fire-proof).

Name .....

Address .....

Business .....

No. Accts.....

# The Quality Cash Wholesale Grocery Warehouse

Nos. 1211-13-15 N. Second Street  
PHILADELPHIA, PA.

## Granulated Sugar (Bbls. or bags) \$4.25 Less 1 Per Cent.

There is on the way now a carload of Toasted Corn Flakes "Honey Crisp" Brand, 3 dozen to the case, with coupons for cereal spoons in the packages. The regular price on these goods is from \$1.45 to \$1.50 per case. Our special price this week is per case . . . . .

\$1.80

Ring Bottle Stuffed Olives, fine 10-cent package, best quality, 4 dozen, cases . . . . .

.82½

These contain no seconds; packed by one of the best packers and are fine goods.

Good Hyson Tea, will comply with Pure Food Laws of all States, half-chests . . . . .

.17

Less 4 per cent. Good leaf, good color, good drink; a 19 to 20-cent Tea.

Have just received shipment of Medium Head Rice and offer it at . . . . .

.05½

5½c. would be below what most houses ask for these goods and at 5½c. it means a saving from regular prices of 2½c. on a bag.

We are shipping Norway Mackerel in perfect condition. The finest that go out of the city, selected by one of the best buyers. They are the top of the market. We have lower priced goods and are glad to sell them any time you need that grade, but these are trade winners. No. 1 . . . . .

34.50

No. 2 . . . . .

23.00

No. 3 . . . . .

18.50

No. 4 . . . . .

13.75

We pack in all size packages down to 10-lb. kits. These fish, on account of quality, are bringing repeat orders from as far as the Island of Jamaica. The trade who have ordered have written expressing their satisfaction with quality.

We offer the best Red Alaska Salmon packed at per doz.,

1.55

The best grade Pink Salmon, per doz. . . . .

.80

Pure Cod, packed in 20-lb. boxes . . . . .

.08½

It is packed in these small packages on account of having no preservative; can be sold without any labeling.

The best grade Five-cent Threaded Fish, 2 dozen, cases per doz. . . . .

.35

Fancy Apricots, 25 boxes . . . . .

.11

These are 12 to 13-cent goods and are as described, Fancy quality,

Fancy 50-60 Prunes, 25-lb. boxes, new, perfect fruit, per lb. . . . .

.07½

Star Brand Baked Beans, No. 3 cans, per doz. . . . .

.90

These are packed from domestic beans, a good tomato sauce and plenty of it used, and they cut equal to brands selling at \$1 per dozen.

Corner Scrubs, good Tampico stock, regular 75-cent goods, 3 dozen lots, per doz. . . . .

.60

These are good sellers; cost you, freight added, little over 5c. each. You could make a run on them at 8c.

Don't overlook the Fancy Cloudy Syrup we are selling at 23c per gallon. It is the best our Philadelphia Syrup Refineries turn out, or the Full Standard 500s Matches at \$3.30 per gross. They run full count, full length sticks, best quality.

Yellow Granulated Corn Meal, per 100 lbs. . . . . 1.40

Send cash with order or reference and goods will be shipped and you can mail check after you have received goods. The business of prompt paying trade solicited :: :: :: ::

## William C. Young



# The Coffee Drinker's Difficulty

As between many varieties, coffee is just coffee, and the consumer who wants some new flavor seeks long before she finds it.

Private Estate Coffee will give it to her, for it consists very largely of Mexican coffee, a grade which isn't found in most package coffees. Private Estate Coffee is a rich, smooth, heavy-bodied drink. Distinctive and satisfying to the last drop.

This is a strong talking point—another is the striking one-pound burlap bags in which Private Estate Coffee is packed. It looks so much more like the real thing than tin or pasteboard, that consumers are always attracted by it.

Price to you, 28 cents per pound. Also packed in one and three-pound tins.

## Private Estate Coffee Co.

Successors to F. A. CAUCHOIS & CO.

FULTON MILLS  
21-23-25 Fulton Street  
NEW YORK CITY



# WITH THE EDITOR

The "Grocery World and General Merchant" yields to no one in admiration of business enterprise, no matter what the source.

**How a Childs' Store Came Back.**

The Childs Grocery Co., owner of a long chain of retail grocery stores, recovered last week from what to many would have been fatal misfortune, with a brilliance of accomplishment which the writer proposes to cite as one of the best examples he has ever known of how to come back.

Last Wednesday, February 26th, the town of Collingswood, N. J., had a disastrous fire. Before it was quenched, it had eaten the heart out of the central business section and so completely consumed a Childs grocery store that not a shred of anything remained.

The fire reached the Childs store around one o'clock in the afternoon and it was nearly two before it was gone. By four o'clock, the first order of truck for a new store was on the spot, by ten o'clock the same evening a new store had been obtained, completely renovated by new paperhanging and fitted completely with stock and fixtures.

At seven o'clock the following morning, less than half of one working day after complete annihilation, the store resumed business as fully equipped as before. There was no miracle about this, because a new store was at hand and the seat of supplies was close. Nevertheless it was a splendid achievement and worthy of the highest compliment.

An enormous amount of advertising money is wasted because the advertiser leaves the important part of his story untold. He deprives

**Some More Reflections on Advertising.**

the reader of his advertising of information without which he or she cannot conveniently buy his goods, and then wonders why the advertising doesn't seem to be making any impression.

Many hundreds of times during the past winter the writer, who is a suburban commuter, has glanced

out of the car window and seen the sign of a certain sausage and scrapple, made, according to the signboard, in Bucks County, Pa. Whether the products are on sale in Philadelphia, however, and if so, where, it is impossible to form an idea, for the signboard is silent upon the point, evidently believing it to be none of the public's business.

How many sausage and scrapple eaters will be sufficiently impressed with that sign to begin a weary canvass of the 5,000 Philadelphia grocery stores to see where they can be bought?

In the Philadelphia street cars for some months the following card has appeared:—

Pure olive oil isn't a medicine, but—it often saves the need of medicine.

A teaspoonful twice a day helps growing children and invalids.

Not a word as to the special merits of the oil whose advertisement this was; the brand appeared only in a picture of the can and the manufacturer's name at the bottom. The advertisement might have been inserted by the combined olive oil interests, to aid the cause of olive oil as a general article of merchandise.

In this case, too, not the slightest clue appeared as to where to get the oil. Assuming that the advertisement was persuasive enough to inspire some reader to use it, who sells it? There was not even the time-honored "At all grocers."

Applying to the subject the fundamental principles of common sense, the way to write successful advertising would appear to be to say something calculated to make people want to try your goods, and then give them *some* idea where to get them.

The North Dakota Legislature is considering another of those mercantile discrimination bills which aim to do so much, but which often mean so little. The bill aims to "prohibit unfair discrimination in the buying of milk, cream or butter fat," and provides in substance that it shall be a misdemeanor, if done "with the inten-

**More Foolish Legislation.**

tion to create a monopoly or destroy the business of a competitor, to discriminate between different sections, localities, communities or cities of this State, by purchasing milk, cream or butter fat at a higher price or rate in one locality than is paid for the same commodity by said person, etc., in another locality." Such a thing is called unfair discrimination, and there is a fine not exceeding \$500 or a prison sentence not exceeding six months.

Now the reason such legislation is foolish is this: It is an elementary, constitutional right to buy ordinary merchandise where one will, and to pay such price for it as one believes it profitable to pay. All these discrimination laws admit this, and forbid it only when, as in the above case, the intent is to "create a monopoly and destroy the business of a competitor." That, after all, is the chief absurdity of all, for as long as competition is left unbridled, its object is always to create a monopoly—that is to get all the business, if possible, for one's self—and to "destroy the business of a competitor," which will inevitably follow getting all the business. The whole idea is impossible—it sets too high a standard and interferes with the right of private contract.

This, also, must be remembered: If by combination the buyers of milk, cream or butter fat made uniform the buying price for those commodities, the Government would probably want to stop that.

There will be an interesting and almost new question presented in Pittsburgh, Pa., within the next few days, if it has not been presented by the time these words see print:

**What Is the Answer to This Problem?**

"Can the private holder of a large stock of fruits and vegetables, the market price of which is so low as to pay him no profit, and who is holding his stock until the market price improves, be compelled to keep his own market broken by selling the goods at once, on the theory that holding is against public interest?"

The question includes the whole subject of holding goods for a better price, and it will be presented in Pittsburgh in as clear-cut a fashion as would seem possible.

Some six hundred cars of produce had been standing in the Pittsburgh freight yards. There was no market at the moment, therefore the owners used the familiar and elementary plan of holding their stock until there was a market. Meanwhile retail prices held up pretty well, and the Housewives' League came forward and said the stuff ought to be sold. The question therefore is: Can its sale be forced? Under past standards, it could not have been, and no one would have dreamed of trying it. Certainly not outside of some such case as national monopoly. But present standards are vastly different, and their exact limit has yet to be marked. Almost surely there is no present law which will prevent a local holder of food from holding it for a higher market. It is his right, he can do what he will with it, and the fact that holding it may cause some consumer to pay higher prices, or to go without, has not up to this time been considered important. At least, we repeat, not outside of cases of national corner or monopoly.

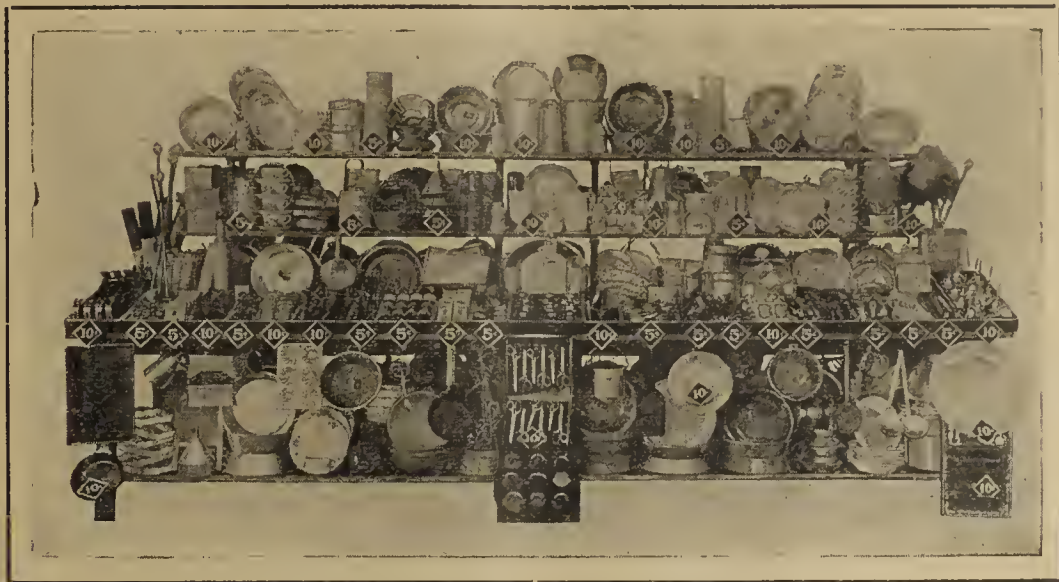
That new legislation will come, however, preventing this thing which has been done ever since trading began, is almost as sure as any future event can be. There is an element in the holding of food products which will enter into the case—their perishability. Whatever one's private rights may be, we believe he has no right to let food spoil while he waits for a price to advance. Very likely there will sometime be a law compelling a holder of perishable merchandise rather than let it perish, to sell to a municipal market.

## AMONG THE TRADE.

William E. Heyl, of Heyl Bros wholesale dealers in syrup and molasses, died suddenly on Tuesday morning of heart disease.

There is no asparagus on the Philadelphia market, but there has been a little in New York at \$2 per box of a dozen bunches. It all from California and is naturally limited by the price.





## A Widely-known Successful Grocer

said to a recent convention of grocers that

"The salvation of the retail grocer will come from adding a department of five, ten and twenty-five cent goods, which bring to the store good business that in no way interferes with the sales or *profits* of our original lines, which are foodstuffs."

And the best thing about these goods is the almost negligibly small investment they demand.

How much will they cost?

A letter to our nearest headquarters will bring you a free circular of information.

Don't forget that it pays to be the first in your district to handle these lines.

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## BUTLER BROTHERS

*Exclusive Wholesalers of General Merchandise*

NEW YORK

CHICAGO

ST. LOUIS

MINNEAPOLIS

DALLAS

CINCINNATI

KANSAS CITY

MILWAUKEE

OMAHA

SEATTLE

CLEVELAND

PORTLAND

PHILADELPHIA





We would be pleased to have for publication in this column the ideas of our readers upon trade topics being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

#### To Buy Glass Show Cases.

Bangor, Pa., Feb. 24, 1913.

To the Editor.

Dear Sir:—Please tell me where I can obtain glass show cases.

Yours truly,  
W. H. STRUNK.

H. F. Heacock, 51 North Second street, Philadelphia.

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#### Easter Novelties.

Johnsonburg, Pa., Feb. 19, 1913.  
To the Editor.

Dear Sir:—Will you kindly give me the names of firms who have up-to-date Easter novelties. Do not mean Butler Bros. or Baltimore Bargain House.

Thanking you for the trouble.

Yours truly,  
J. MEEHAN.

George E. Mousley, 515 Market street, Philadelphia.

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#### Jobbers in Lunch Boxes.

Mount Carmel, Pa.,  
February 21, 1913.  
To the Editor.

Dear Sir:—Can you give us the name and address of a reliable firm who makes or handles different grades and prices of good lunch boxes? We will appreciate any information you can give. We are subscribers to your publication.

Respectfully,  
S. C. JOHNSON & Co.

Edwards Folding Box Co., 27 North Sixth street, Philadelphia.

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#### A Peculiar Error.

Battle Creek, Mich.,  
February 20, 1913.  
To the Editor.

Dear Sir:—We have before us your issue of February 17th, and note on page 6 an article from Birmingham, Ala., special correspondence to you, with reference to the Government suit against the Southern Wholesale Grocers' Association. This special correspondence is signed R. O. Eastman, which is the name of the head of our advertising department. We have never heard of anyone else of the same name in connection with the trade press or the grocery trade, and we are sure that we are correct in feeling that there might be a serious misunderstanding owing

to the use of Mr. Eastman's name under these conditions, as it appears on page 6.

We will thank you to make a suitable correction at the earliest possible moment, and we would be very much interested indeed to hear how the error came about. Mistakes simply have a way of creeping into publications and very often it is amusing and enlightening to know just what brought them about, even if the greatest possible care could not prevent them.

We will be glad to hear from you about this.

Very truly yours,  
KELLOGG TOASTED CORN FLAKE COMPANY,  
J. L. Meyer, Assistant, Advertising Department.

This was a most peculiar error. The name of the "Grocery World and General Merchant's" Birmingham correspondent was R. O. Eastman, and somebody in this office, editor, copy reader, printer or proofreader, used an "e" for an "f" and caused the whole trouble.

We assure the trade at large that Mr. R. O. Eastman, advertising manager of the Kellogg Toasted Corn Flakes Co., is not the "Grocery World and General Merchant's" Birmingham correspondent, and did not write the dispatch referred to.

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#### Conference Called on Reducing Prices on Farm Produce and at the Same Time Improving Farmers' Condition.

Chicago, Ill.,  
February 27, 1913.  
To the Editor.

Dear Sir:—While the people are complaining of the high cost of living many farmers are finding that their business does not yield profitable returns on labor and investment.

We believe these defects come from a crude organization of the farmers' way of doing business. The losses occurring yearly amount to millions and affect producers, transportation lines and many business interests. This waste not only makes for exorbitant retail prices of foodstuffs, but also makes impossible a healthy growth of the farming industry.

Our investigations have led us to believe that conditions, such as we have described, can be improved with the least delay by co-operation with farm producers from others interested in the growing and distribution of farm products, and by the creation of a bureau of markets in the United States Department of Agriculture.

Therefore, acting upon the authority delegated us, we call a conference of all people interested to meet in Chicago, April 8, 9 and 10, 1913, to counsel together and devise some acceptable plan of action.

This conference will be open to a full, free and frank discussion of such subjects, as how to organize the producing interests for better methods of distributing and marketing farm products and how farmers may unite to secure credit and other matters of direct relation to the producing and distributing interests of the nation.

After the discussion the delegates to the conference will take such action as they may deem fit leading to the correction of these evils.

Respectfully yours,

FRANK P. HOLLAND,

Dallas, Texas.

BEN F. BILITER,

Huntington, Ind.

FRANK E. LONG,

Chicago, Ill.

CHAS. W. HOLMAN, Secretary,  
1408 Steger Bldg, Chicago, Ill.

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#### Florida Fruit and Produce Growers Want to Co-operate.

Detroit, Fla., Feb. 22, 1913.  
To the Editor.

Dear Sir:—The Growers' Association of Detroit, Fla., desires to co-operate with concerns doing business in our line.

Our association members grow tomatoes, potatoes green beans, peppers, eggplant and other vegetables; also grapefruit and other citrus fruit.

Being the farthest south town on the mainland of the United States, and never having had our winter truck or fruit frozen, we are in position to furnish supplies in this line when very little is produced or can be delivered elsewhere.

Yours truly,

JAMES M. POWERS,  
Corresponding Secy.

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#### A Plan for the Retailer's Defense.

Chicago, Ill., Feb. 22, 1913.  
To the Editor.

Dear Sir:—The extremely bitter attacks which magazines are making on the retailers have literally forced us into doing something to oppose this mud slinging. Within the past two or three weeks we have seen a number of clippings calling the retailer everything from a parasite to a highwayman and since no one seems to be fighting very hard on the side of the retailer, we have felt that we ought to take up a cudgel in his behalf.

The enclosed Home Trade Editorial is a sample of the matter that we are sending now to retailers throughout the country for reproduction as editorials in their local newspapers. Local newspaper publishers have seemed very willing to handle this matter gratuitously for their local retailers so that the chief difficulty connected with the plan is the matter of circulation. I will gladly supply to any of your subscribers periodic copies of this matter for featuring in their local papers. Yours very truly,

A. PACE,  
Butler Bros.

This is the plan which the "Grocery World and General Merchant" has suggested many, many times since it became the fashion to abuse retail grocers in print for their supposed enormous profits, and their falsely alleged disposition to sell impure goods. The suggestion sent by Mr. Pace was too long to reproduce in full, but enough of it is presented to show the drift:—

Some farm journals and several of the more prominent National magazines find great amusement in setting up the retail merchant as a target for the most bitter sort of denunciation.

Their object is very hard to find, unless it be that some of their readers delight in hearing some one blamed for the high cost of living, and look upon the retailer as a legitimate mark to shoot at.

Now, we have no axe to grind, but as a newspaper that likes to be fair, we cannot refrain from repeating a few facts, and letting you make your own conclusions.

Doesn't it seem strange to you that a system of distribution that takes care of about 97 per cent. of the merchandise bought and sold, not only in America, but in countries as old as France, Germany and England, should be as rotten as some folks would have you believe?

Personally, we feel that there is a place in this world for every legitimate sort of business, and that we shall always have room for the city department store, the retail mail order house and the ordinary retailer. Each one of these institutions serves a good end, and none of them are going to die off.

They are all retailers, and while their methods may vary, each one has a work to do. That's why we don't like to hear any of them called robbers, highwaymen or cut throats.

In the first place, the prices quoted by any one of them do not differ much from the quotations of the rest. Each system has its own peculiar economies, and each one suffers from its own peculiar sort of waste.

The department store may be able to buy in larger quantities than the ordinary retailer, but the running expenses of the latter are so much lower than those of the city establishment that things come out even in the end.

The statement is still true when we compare the retail mail order house and the ordinary merchant. The latter has lower light, heat, living expenses, rent and insurance, and is not compelled to employ so many clerks per customer as the big mail order house, and so again the balance is just about even.



# SUED BY THE GOVERNMENT

We are being sued by the United States Government for protecting the retail price on Kellogg's Toasted Corn Flakes.

The Government seeks, in this test case, to compel us to countenance *ruinous price cutting* on our goods.

A greater injustice *to you and to us* could scarcely be conceived.

Should the Government prevail in this suit it would rob us and hundreds of other reputable manufacturers of our most valuable and sacred rights—the right to protect our business from *destruction* and the name and reputation of our goods from *piracy* at the hands of trade anarchists.

Should the Government prevail it will mean the placing of a still keener weapon in the hands of the monopolistic mail order, chain store and department store interests *to turn against the small dealer*.

If the Government succeeds in smashing the protected price, it is not unlikely that thousands of small retailers will be *forced out of business* by the increased advantage given these big competitors.

This is your fight as much as it is ours.

With the trade of this country behind us, we will carry the fight with the Government, if need be, to the Supreme Court.

Will YOU give us the sort of backing we need in order to win?

It is a big task to fight the Government.

It is a task which in all probability will occupy the next three years at least.

During all this time we need behind us a big, successful business to back us up in such a tremendous undertaking.

If you desire to contribute to the defense of this important suit you can do so *only* by contributing to the success of our business.

That means—*sell more Corn Flakes*. And, sell *KELLOGG'S* Corn Flakes.

Protect the manufacturer who is protecting you.

*Is this too much for us to ask?*

When the Jobber's Salesman comes around this week order an extra case or two *and sell them this week* as your immediate contribution to the defense of the price protection suit.

## KELLOGG TOASTED CORN FLAKE CO.



Of course the retailer can't carry so many goods as the bigger fellows, but you can examine and handle the goods he does carry with perfect ease.

Parcels post will increase the ease with which you can shop at home, so that the home merchant will be still better able to balance off the advantages of his big competitors.

Now, we don't pretend to think that any home merchant has a right to your trade unless he gives good service, good value and fair prices. But neither do we believe that a distant establishment that has no personal interest in your welfare should draw your business away from home simply because they are out-of-town enterprises.

## The New York Letter

### More Net Weight Regulations. Gossip About J. T. Austin and the United Stores Association. Various Trade Items and Market Summary.

Special Correspondence of "Grocery World and General Merchant."

New York, February 27, 1913.

A preliminary set of tentative regulations has been prepared in accordance with the powers conferred by the new Brooks net weight law. These regulations were announced in the last week by F. Reichmann, the State Superintendent of Weights and Measures, who prepared them in collaboration with the officials of the larger cities of the State.

The object of announcing the regulations in a tentative form at this time is to give food manufacturers and dealers generally an opportunity to offer criticisms and suggest amendments before the law goes into effect. The State Superintendent is desirous of obtaining a full discussion of the subject so that the enforcement of the law will not prove harsh to any honest manufacturer or dealer.

The law will go into effect June 1st, except as to certain lines, including package and bottled goods, which will not be affected until February 1st of next year.

The trade has not had time as yet to study the new regulations and they are likely to be the subject of much consideration and discussion in the next few weeks.

\*\*\*

There has been some controversy as to the real causes of the differences which led J. T. Austin to give up the management of the United Grocers Co., of which he was the founder. The Board of Directors have issued a statement in which they deny that the trouble was due to the same causes that so often lead to trouble in co-operative enterprises.

According to the directors there was a fundamental difference as to the policy. They claim that Mr. Austin was really conducting the

business at a loss instead of on a profitable basis as he had supposed. This fact was disclosed, they say, by the examination of the books by a certified public accountant.

The directors say that while Mr. Austin was in charge he had full control and conducted the business as a one man affair. They now desire to have it conducted along the same lines as any other wholesale grocery business, although with some co-operative features.

The directors say that the conditions of the company were discovered in time to prevent any disastrous effects and that the business is now being placed upon a solid foundation. They say that there have been no cliques in the board and that on the question at issue with Mr. Austin all of the directors except one voted against a continuance of his policy.

One of the factors not openly mentioned by either of the parties in the discussion was explained some time ago to your correspondent by a couple of the stockholders. They had bought their supplies through one of the regular buying exchanges before the organization of the United Company. Accordingly they compared the prices and the services they got from the company with what they formerly obtained through the buying exchange. The comparison was sometimes favorable to the old way.

It seems the experience of these men was duplicated by that of others. So that a number of these men were not convinced when this trouble began that the advantages of belonging to the company fully compensated them for what they lost in taking their business from the buying exchanges. Of course, the expected compensation would be in the form of rebates or dividends on the stock. It may be that

the new management may give a stronger demonstration of the advantages of the company over the exchanges.

\*\*\*

Delegations from the New York Produce Exchange, the Flour Club and from several associations of bakers went to Albany in the last week to oppose the Jackson-Wagner bill aimed at cellar bakeshops. The bill would also require certificates of cleanliness as to shops and employees.

At the hearing the delegations argued that the bill would be unfair to the small bakers, many of whom would be forced out of business. The sanitary regulations, especially as to certificates, it was argued, would become an instrument of petty grafting by inspectors.

\*\*\*

Upward of 10,000 pounds of butter were seized this week by the Government on board the steamship Carolyn, lying at Pier 7, East River. The butter was consigned to San Juan, Porto Rico.

The seizure was made in accordance with an order received from the Department of Agriculture at Washington. It is claimed that the butter is decomposed and unfit for food.

\*\*\*

A petition in bankruptcy was filed Monday against Betsie Rubin, grocer, at 9 Bayard street, charging that she is insolvent and has made an assignment. A petition was filed against her four years ago and she settled at 25 cents on the dollar. The present assets are estimated at \$500.

A bankruptcy petition was filed during the week against Alfred Mayer, who has been in the butter and egg business in the Fulton market for 14 years. The liabilities are placed at \$5,000 and assets at \$2,000.

#### SUMMARIZED MARKET CONDITIONS.

Speculative manipulations in coffee options in the last week have not increased the interest of the distributors and roasters in the spot supplies. There is little activity in spot supplies and prices are nominal. The mild grades are dull in sympathy with Brazils. There is some jobbing inquiry for the mild grades, however, and sales are made at concessions.

A quiet demand for the general list of teas is reported. The coun-

try is not inclined, however, to anticipate. Apparent efforts to stimulate interest by talking of a possibility of a duty being imposed in the new tariff measure have been met with indifference on the part of buyers. It is now said that the new tea standards are lower than those of last year.

Refined sugar is quiet. Most of the refiners are asking 4.30 cents on delayed contracts. The Federal is trying to move its accumulated supplies by offers of 4.20 cents for fine granulated in bags and 4.25 in barrels.

Spot tomatoes are a little firmer, but 80 cents remains the general quotations for No. 3 Marylands and 60 cents for No. 2s, the figures being f. o. b. Baltimore. Future tomatoes are dull. Packers are not trying to force sales at less than 80 cents f. o. b. factory, with the 14 cents freight rate. Some business is reported in Maine future corn at 87½ to 90 cents, according to brand. The offerings at these prices are light. Other future corn is quiet and steady. Prices of spot corn favor the buyers and the demand is limited to the requirements

(Continued on page 22.)

## Electric Light Value

¶ Nowadays there are very few merchants who do not understand that a light, bright store means more trade with the public and better work from the employe. If you use Electric Light in your Grocery Store you not only employ the most efficient method of illumination, but you also receive good advertising value. Tungsten lamps have cut the cost of Electricity more than one-half.

**The Philadelphia Electric Company**

TENTH AND CHESTNUT STS.



## Why Throw Away Your Profit on \$250 Business ?

### Why Risk the Profits on All Your Business ?

Buy a Michigan No. 6 Total Adding Cash Register at \$75 and *save* \$25—the actual net profit on \$250 worth of business. Also *insure* the profits on *all* your business.

Do you realize that 10 per cent. is all that you actually get out of every dollar's worth of business you do ?

Seventy-five cents of that dollar goes back to buy stock—

Fifteen cents goes to pay your running expenses.

That last dime—and that only—must feed, clothe and take care of you and your family.

Can you afford to take a chance on getting that dime ? A Michigan Cash Register will protect it.

Can you afford to throw away your profits by paying a high price for the register ? A Michigan No. 6 Total Adder at \$75 will give you the same value and efficient service as any \$100 cash register of any other make. And you save \$25 in actual money.

Thousands of business men have saved this \$25 by buying a Michigan No. 6 Total Adding Cash Register. At the same time they have protected against mistakes and leaks the daily profits of their business.

Ask your jobber or his salesman about the profit-saving and profit-protecting Michigan Cash Registers.

If they can't give you the information you want, write us direct, giving the name of the salesman you buy from. We will gladly send you our new catalogue E 3, showing our complete line of cash registers.

**MICHIGAN CASH REGISTER COMPANY - - - Detroit, Mich.**



No. 6

# Welch's Increases Trade

By producing Grape Juice of the highest quality and by liberally advertising the fact, we have created a demand for Welch's that benefits the dealer. We make you a partner in the sharing of the profits resulting from its merited favor and the wide-spread publicity that we secure for

**Welch's**  
*The National Drink*  
**Grape Juice**

Our whole attention is given to the production of Welch's.

We make no other brands and we furnish no product to be distributed under private labels.

Make your store a distributing point for Welch's and thus share the advantage created by our advertising.

The family trade in Welch's is constantly increasing. You cannot afford to let your customers go elsewhere for Welch's Grape Juice. You cannot afford to neglect the opportunity Welch's offers for securing new customers.

We will send free window and store display material if you desire to make Welch's a specialty.

Get into the Prosperity Procession by Pushing Welch's.

Sold by all Jobbers.

**THE WELCH GRAPE JUICE COMPANY**

WESTFIELD, NEW YORK







### CXCVI.—The Legal Ounce of Prevention in Business.

I feel like calling the particular attention of the readers of these articles to the great advantage of the ounce of prevention in business matters which may—if not prevented—culminate in litigation that, if gone into, will likely cost more than it comes to, and if not gone into, will cause loss anyway.

Under our present method of pursuing legal remedies, it seldom or never pays a man to go after small things. If some principle is involved, all right; in that case dollars and cents are lost sight of and not weighed in the balance. If no special principle is involved, then it is always a case of weighing the probable cost against the probable result, and the answer in practically all small cases is that it will be cheaper to pocket the loss already made.

This is a serious error in our legal system which will sometime be corrected. If I have a good claim against B, I should be permitted, if I take it to court and win it, to go scot free of any cost whatever. I can already collect the legal costs from the loser, but I should also be permitted to collect the counsel fee, which can now be done only in exceptional cases, and the loser should also be compelled to compensate me for my loss of time and my trouble in going to court. This would mean a revolution as compared with the present method, but it is sure to come, in my judgment, probably at no distant day.

Let me cite a case or two to show what I have called the advantage of the ounce of prevention.

A few weeks ago a wholesale grocery commission house went into the hands of a receiver. Some months before that the owner of certain goods in another city had sent them to the commission house, on consignment, to be sold for the consignor's account. All but three

casks had been sold when the receiver was appointed, so that these three casks were in the receiver's possession. They did not belong to the bankrupt estate, for as they had merely been sent on consignment, they remained the property of the consignor.

The latter promptly gave notice of his ownership to the receiver, who acknowledged receipt. In spite of this, he sold them practically at once, at a fraction of their value.

The consignor placed the matter in the hands of his attorney, who reported in substance that the receiver had not had the smallest right to sell the three casks, and that an action brought against him as an individual would probably result in a judgment, not for the amount received by the receiver for the goods, but for their full value. He was compelled to advise, however, that no action be brought, because the full value of the goods represented such a small sum that it would be much more than consumed by the expense of bringing a lawsuit in a distant city.

The only thing that remained for the consignor was to present an ordinary claim in bankruptcy, from which he will receive probably an infinitesimal dividend.

Now where was the ounce of prevention that would have avoided this loss? It is almost always present in such cases, and it is present here. The consignor had been negligent in not compelling the commission house to account promptly for the sale. He had written several letters asking for an accounting, but only excuses were received, and the matter was allowed to drag. Had he said "ship back the goods at once or account for them in money," the reasonable chance is that the whole loss would have been avoided.

Another case has just transpired in my own experience almost ex-

actly like this. Goods were consigned to a small wholesale grocery house, upon an agreement that the consignee should sell what he could and return the balance. They were seasonable goods, and when the season ended the consignee had about \$45 worth left. The consignor wrote and telephoned him—both were in the same city—to return the balance, and the consignee repeatedly promised to do it, but never did, and they were in his possession when he went into bankruptcy. The real owner at once filed a claim for them with the receiver, who turned it over to his counsel. In spite of this they were sold shortly after that, with the goods of the bankrupt, for a nominal sum. When the receiver's counsel was asked about it, he admitted receiving the notice, but "somehow it slipped his memory." He had no more right to sell those goods than he had to sell my overcoat, and he practically admitted it, shrewdly suggesting that the consignor file a petition in the Bankruptcy Court, and have the matter heard. Of course nobody could afford such a proceeding to recover \$45, and the consignor had to stand his loss. He will file a claim in bankruptcy and get probably 5 per cent.

The ounce of prevention here would have been more diligence in compelling the return of the balance of the consignment after the season was over. The consignee had the goods in his store—it was simply a matter of getting him at it. Every cent of the loss could have been saved had this been done.

The world is full of wise people who are constantly taking advantage of this situation; who will take small sums from you in various ways, realizing that you will do nothing because of the prohibitive expense. Almost every such situation can be avoided, merely by re-

membering that matters of this sort, neglected, are very likely to run into litigation or loss.

(Copyright, March, 1913, by Elton J. Buckley.)

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

### GOODS THAT ARE BEING ADVERTISED TO YOUR CUSTOMERS

(Continued from page 8.)

Liquid Veneer, quarter page.  
Sapolio, quarter page.  
Liebig Extract of Beef, eighth page.  
Knox Gelatine, quarter page.  
Steero Bouillon Cubes, eighth page.  
Dromedary Dates, eighth page.  
Campbell's Soup, quarter page.  
Underwood Deviled Ham, quarter page.  
Burnham & Morrill Fish Flakes, quarter page.  
Gold Dust, eighth page.  
Nosco Onion Salt, quarter page.  
Kellogg Toasted Corn Flakes, one page.  
Old Dutch Cleanser, one page.

#### Collier's.

Huyler's Products, eighth page.  
Occident Flour, quarter page.  
Shefford Snappy Cheese, three inches.  
Heinz 57 Varieties, half page.  
Sunshine Biscuits, quarter page.  
Puffed Wheat and Rice, half page.  
Bull Durham Tobacco, one page.  
Crisco, quarter page.  
Three-in-One Oil, quarter page.  
Educator Crackers, eighth page.  
Welch Grape Juice, quarter page.  
Van Camp's Pork and Beans, quarter page.  
Mapline, four inches.  
Wrigley's Spearmint, one page.  
Campbell's Soup, half page.  
Karo and Kingsford's Corn Starch, half page.

#### Pictorial Review.

Cream of Wheat, one page.  
Van Camp's Pork and Beans, quarter page.  
Campbell's Tomato Soup, quarter page.  
Graps Nuts, quarter page.  
Crystal Domino Sugar, quarter page.  
Royal Baking Powder, quarter page.  
Old Dutch Cleanser, quarter page.  
Post Tavern Special, quarter page.  
Liquid Veneer, six inches.  
Occident Flour, quarter page.  
None Such Mince Meat, eighth page.  
Snider Tomato Catsup, six inches.  
Puffed Wheat and Rice, half page.



Mother's Oats, quarter page.  
Jell-O, quarter page.  
Heinz Baked Beans, half page.  
Crisco, quarter page.  
Sterro, four inches.  
Yacht Club Salad Dressing, two  
ches.  
Knox Gelatine, one and a half  
ches.  
Karo Syrup and Kingsford's Corn  
arch, half page.  
Three-in-One Oil, two inches.  
Quaker Oats, half page.  
Instant Postum, one page.

#### The Century Magazine.

Shredded Wheat, one page.  
Murphy Varnish, one page.  
White House Coffee and Tea,  
f page.  
Occident Flour, one page.  
Swift's Premium Bacon and  
am, one page.  
Ivory Soap, one page.  
Libby's Strawberries, one page.  
Instant Postum, one page.

#### Woman's Home Companion.

Nosco Onion Salt, quarter page.  
Ivory Soap, one page.  
Instant Postum, quarter page.  
Crisco, quarter page.  
Snider Pork and Beans, half  
age.  
Huyler's Cocoa, eighth page.  
Dromedary Dates, eighth page.  
Campbell's Soup, quarter page.  
Heinz Baked Beans, half page.  
Puffed Wheat and Rice, half  
age.  
Van Camp's Pork and Beans,  
ghth page.  
Hunt's California Fruits, eighth  
age.  
Lea & Perrin's Sauce, four inches.  
Welch Grape Juice, eighth page.  
U-All-No Mints, two inches.  
Post Tavern Special, quarter  
age.  
Sterro Bouillon Cubes, eighth  
age.  
Grape Nuts, quarter page.  
Shredded Wheat, quarter page.  
Sherwin-Williams Paints and  
arnishes, quarter page.  
Meadow Gold Butter, quarter  
age.  
Bon Ami, quarter page.  
Liquid Veneer, quarter page.  
Kitchen Bouquet, quarter page.  
Knox Gelatine, quarter page.  
Cresca Delicacies, two inches.  
Beech-Nut Peanut Butter, quar-  
er page.  
Electro Silicon, two inches.  
Burnham & Morrill Fish Flakes,  
quarter page.  
Horlick's Malted Milk, two inches.  
Snider's Pork and Beans, four  
ches.  
Jell-O, one page.  
Swift's Premium Bacon, quarter  
age.  
Jap-a-Lac, eighth page.  
Procter & Gamble's White Naph-  
ha Soap, quarter page.

Occident Flour, quarter page.  
Mother's Oats, quarter page.  
Ralston Wheat Food, quarter  
page.  
Old Dutch Cleanser.

#### Saturday Evening Post.

Ivory Soap, one page.  
Welch Grape Juice, half page.  
Campbell's Soups, half page.  
U-All-No Mints, two inches.  
Sterro Bouillon Cubes, eighth  
page.  
Horlick's Malted Milk, two inches.  
Beech-Nut Peanut Butter, quar-  
ter page.  
Crystal Domino Sugar, eighth  
page.  
Knox Gelatine, quarter page.  
Old Dutch Cleanser, one page.  
Crisco, one page.  
Meadow Gold Butter, quarter  
page.  
Whitman's Chocolates, quarter  
page.  
Bull Durham Tobacco, two pages.  
Grape Nuts, quarter page.  
Snider's Catsup, half page.  
Occident Flour, quarter page.  
Sunshine Biscuits, quarter page.  
Armour's Bouillon Cubes, quar-  
ter page.  
Blue Label Ketchup, quarter page.  
Instant Postum, quarter page.  
Towle's Log Cabin Syrup, eighth  
page.  
Kellogg Toasted Corn Flakes,  
quarter page.  
Cream of Wheat, one page.  
Puffed Rice and Wheat, half  
page.  
Post Tavern Special, quarter  
page.  
Wrigley's Spearmint, two pages.  
Nosco Onion Salt, quarter page.  
"61" Floor Varnish, quarter page.

#### Harper's Magazine.

White House Coffee, half page.  
Ivory Soap, one page.  
Royal Baking Powder, quarter  
page.  
Baker's Cocoa, quarter page.  
Instant Postum, quarter page.

#### Scribner's Magazine.

Swift's Premium Bacon and  
Ham, one page.  
Campbell's Soup, one page.  
Jell-O, one page.  
Knorr Consommé Cubes, quar-  
ter page.  
Cresca Delicacies, two inches.  
White House Coffee and Tea,  
half page.  
Ivory Soap, one page.  
Baker's Cocoa, quarter page.  
Royal Baking Powder, quarter  
page.  
Instant Postum, quarter page.

#### The Atlantic Monthly.

Baker's Cocoa, one page.  
White House Coffee and Tea,  
half page.  
Bensdorp's Cocoa, half page.



## SKIPPER SARDINES

### A GOOD THING

SKIPPER SARDINES are the finest Norwegian Sardines that come to this country, from a land that packs the finest Sardines in the world. Tender, spicy little fish in pure olive oil or tomato sauce. Your customers are sure to like them.

There has never been a Sardine success like SKIPPER SARDINES; why? First, because of quality, of course, but second, because we guarantee both the sale and your profit.

**Angus Watson & Co.**

SOLE PROPRIETORS "Skipper" Sardines.

1011 Chestnut Street, Philadelphia, Pa.

Branch of Angus Watson & Co., Newcastle-upon-Tyne, England



## Tea and Coffee Canisters

I Make a Full Line.

Spice Cans to Match

Fine line shown in my catalog.

Grocers' Tinware to Order

**H. F. HEACOCK**

51 N. Second Street  
PHILA., PA.

## WHY WORRY



over bookkeeping? Sell them a Ten Dollar or any other size of FORBES

### Indexed Coupon Books

and have only one entry where you have dozens now.

We have sold millions of them. Why worry about forgotten charges, disputes, over-running accounts, losses, etc., when our books will cure these evils? Simplest and best system devised. For cash or credit. All sizes. F. O. B. your express office or by mail when necessary. Why worry?

Ask us for free samples.

**J. P. FORBES,** Forbes Building, Coshocton, Ohio



## "Rumford's and No Other"

Every grocer sells baking powder, and the percentage that have come to sell **Rumford Powders** and no other except, possibly, one or two brands for low-priced trade, is astonishing. Rumford Powders wear well. They are composed of three food substances—phosphate, soda and starch, whose leavening power, combined as we combine them, is incomparable.

Rumford Powders have always paid the retailer an acceptable profit.

**Rumford Chemical Works - - Providence, R. I.**







## If You Are One of the Few

¶ If you are one of the few who are not selling WHEATENA, we say to you that you will probably get a surprise if you will put a little in and display it where people can see it.

¶ A remarkable thing about WHEATENA is the number of people who have heard of it somewhere—and who would be inspired to buy it if they could see it.

¶ Guaranteed, remarkably packed, and paying a splendid retail profit.

**THE WHEATENA CO., Rahway, N. J.**

Member of the American Specialty Manufacturers' Association

## WITHOUT Fleischmann's Yeast

Any Grocery Is Incomplete

As soon think of not carrying flour, sugar, butter, salt or eggs, as to omit *Fleischmann's Yeast* from your stock. Because whenever *Fleischmann's Yeast* is used three or more of the other products named are used too. See the added sales *Fleischmann's Yeast* makes?

THE FLEISCHMANN CO.



Your customers  
will like  
**MAPLEINE**

Recommend it to them with a money-back guarantee for a "Flavour" that is dainty and different—

Or to make table syrup by adding to white sugar and water.

Order from your jobber or  
**Frank A. Smith & Co.**

105 S. Front St.,  
Philadelphia, Pa.

**Crescent Mfg. Co.**  
Seattle, Wash.

## HERE IS YOUR QUESTION ANSWERED

Why put in **Croft's Swiss Milk Cocoa** when you are selling five brands now? Well, because it is different from the rest, for one reason. It is the only cocoa packed in glass. It stands alone, and you know how novelty helps a thing to sell. The grocer who infuses a little novelty into his business is the grocer who succeeds.

Another thing, **Croft's Swiss Milk Cocoa** is better than the rest. That isn't a bluff, honestly. We take out of our cocoa, in the making, a substance which other manufacturers allow in, greatly to the injury of the flavor of their goods.

Now do you know why you should sell it?

Will you mention the "Grocery  
World" when you write?

40 cents a pound

Packed in ½-lb. jars, 6 and 12-lb.  
boxes



**CROFT & ALLEN CO. Philadelphia**  
PENNSYLVANIA

Written for the "Grocery World and General Merchant."

## Jobber Has Worries as Well as Retailers

**Philadelphia Wholesale Grocer Answers Retailer's Delusion  
That Jobbers' Life is All Cream. Cites Three Worrying  
Experiences, All Happening Within One Week.**

The writer has occasionally met a feeling among the retail trade that all the cream of the grocery business was being lapped up by the jobber, that the jobber had a much easier time of it than the retailer and made a good deal more money. A retail grocer asserted the other day in our place of business that he believed almost every wholesale grocer in business was rich enough to keep an automobile.

Just to show that the jobber has his worries like a retailer, and that they are apt to be bigger and more important, the writer wishes to cite one or two experiences which have happened to one house during the last week. It is certain that every other wholesale house, even those that sell for what they call cash, is having similar experiences every day. The writer believes the credit houses have the most of such experiences, because their customers will simply arbitrarily make deductions from their bills, and it is incumbent on the jobber to either begin a lawsuit or swallow the loss.

One day during the week a retailer to whom we had sold three half chests of tea sent them all back, after keeping them several weeks, writing simply that "his trade didn't like it." Inquiry from the salesman who had taken his order showed that they had been bought outright, without any string to it, which meant that the retailer owed the price. This is one of the jobber's worries. If we tamely take those teas back, and take other goods back under similar conditions, there is no end to the muss we would be in. Goods could never be considered sold under such conditions.

If on the other hand we refuse to take them back, but take up the matter with the customer, we have a long and worrying correspondence on our hands which will probably never get any nearer to solution; if we return the teas to him he will refuse to accept them from the railroad company and there is more trouble there. If we sue him that means trouble. In the end we will likely lose him as a customer,

because he is of course firmly settled in his opinion that we should take the teas back, and will not be convinced of the justice of our position.

On the next day another customer returned a box of canned soused mackerel, which he had bought several weeks ago. He "couldn't sell them." Now if in this case the salesman had sent them on any contract to "let me send them to you, and if you can sell them we'll take them back, then of course the retailer is right in sending them back. There was no such arrangement, however—the sale was a straightforward one and the retailer should not have held us responsible for his bad judgment in buying goods.

Two days after this a third customer sent to us to call at his store and take canned goods swells away. We went and he gave our driver three cases of goods, in which there were three bad cans! The rest were as good as the day they were packed. He had simply gotten tired of the brand, or had been able to buy something else cheaper so he returns to us nearly three cases of good canned goods and claims deduction on the price. Another wrangle at once occurs, in which, like most of the others, right is on one side and business policy on the other.

Any jobber will bear me out in the statement that the conditions of the wholesale business have gotten to be such that to maintain your rights and avoid being imposed on and at the same time hold your customers, keeps a man's gray matter pretty well tied up in knots.

\* \* \* \*

Philadelphia, Pa.,

February 27, 1913.

Florida salad is ruling on a moderate basis—\$1.50 to \$2; demand good.

**ELTON J. BUCKLEY**

Editor "Grocery World and General Merchant"

Attorney and Counselor at Law

643-648 Land Title Building  
Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609  
Keystone, Race 746



## Won Its Favor Without a Flavor

Next to the fact that it is made of the whole wheat and in biscuit form the strongest talking point about

## Shredded Wheat Biscuit

is the fact that it is not flavored, seasoned, treated or compounded with anything. It is a natural, elemental food, made in such a way that the consumer may flavor it or season it to suit his own taste. Flavored cereals usually deteriorate in the market. Being made of nothing but the whole wheat grain, nothing added, nothing taken away, Shredded Wheat will keep fresh in any clime for any length of time.



Shredded Wheat is packed in neat, substantial wooden cases. The empty cases are sold by enterprising grocers for 10 or 15 cents each, thereby adding to their profits on Shredded Wheat.

MADE ONLY BY

**The Shredded Wheat Company**  
NIAGARA FALLS, N. Y.

"PURITY  
THAT SATISFIES"

"QUALITY  
THAT GRATIFIES"

**BEE BRAND**



## EXTRACTS and SPICES

Awarded Gold Medal, Jamestown

Attractively cartoned and labeled in white, blue and gold.

Ask for prices

PHILADELPHIA OFFICE, 27 South Front Street  
C. SHOEMAKER, Manager



If it's BEE BRAND  
It's the BEST BRAND

**McCORMICK & CO.**  
MAIN OFFICE AND PLANT  
BALTIMORE, MD.

## What Do You Lose by Forgetting to Charge?

You may be losing hundreds or thousands of dollars a year by forgetting to charge for goods sold in rush hours. You cannot blame yourself nor your clerks for this. The human mind cannot remember everything. If you want to learn how to stop this drain on your business, ask us to tell you about

With Only One Writing **The McCASKEY SYSTEM** The End of Drudgery

By preventing forgetting to charge, The McCaskey System will put hundreds of dollars of profit in your pocket every year. It saves money in other ways, too. Here are some of the ways it saves and earns real profit.

It cuts out useless bookkeeping, gives you more time for the important ends of your business.

It prevents mistakes and misunderstandings with customers that follow.

It ends rebating to customers when they dispute an account—because there can be no mistakes—they have the same record as you and in the same handwriting.

It collects money faster than any human collector can bring it in. It furnishes a statement in full with every purchase.

It prevents overbuying and overselling: steers you away from business wreck.

It will prove your loss to the insurance companies in case of fire.

A hundred thousand merchants in all lines of business use The McCaskey System. Will you let us tell you what it will do for you, in figures based on your own business?

Write to-day, before you forget.



R. A. Alouf F. A. Alouf  
A. ALOUF & SONS  
General Merchandise  
308-310 Park Street, N. W.,  
Roanoke, Va.

February 9, 1912.  
McCaskey Register Co.,  
Alliance, Ohio.

Dear Sirs:—We have been using one of your latest model registers for over a year, and think we have had sufficient experience with it to be able to assure you it is the most valuable fixture any merchant can place in his store. We have used several different simplified accounting systems, including the separate book idea, and find the McCaskey far ahead of anything we have seen or had demonstrated to us. The customers like the slip holders, and want their slips with each purchase, as they are then satisfied they are getting a square deal. It is the best protection against mistakes, disputes and forgotten charges we have ever seen, as well as helping us to easier and quicker collections, and we would not part with it under any consideration if we could not get another. You are at liberty to refer anyone to me as to the merits of your system.

Yours truly,  
A. ALOUF & SONS.  
By R. A. Alouf.



## Not So Peculiar After All

GURNSE butter always seems to show a little added boom at times when the butter market is high. It appears as if people were particularly careful then to see that if they had to pay high prices, they should get full value for their money.

Here comes an extreme statement:—No consumer, so far as we know, has ever been dissatisfied in GURNSE butter. It is wholly impossible that he could be, for it touches the very highest possible grade of fancy dairy butter, and the quality is kept uniform throughout the year at an enormous expense of care and watchfulness.

No better butter is or can be made. Wrapped in brine-dipped parchment, and sealed in carton.

Packed in 20, 30 and 50-pound boxes—pounds and half pounds—42 cents.  
Prices subject to market changes.

**P. F. BROWN & CO.** 39-41-43 SOUTH FRONT STREET  
PHILADELPHIA, PA.

**The McCaskey Register Co., Alliance, Ohio**

BRANCHES:—New York, Chicago, Boston, Washington, Pittsburgh, Memphis, Atlanta, Kansas City, San Francisco, Seattle; Dominion Register Company, Ltd., Toronto, Canada; Manchester, England.

The Largest Manufacturers of Carbon Coated Salesbooks in the World



# THE GROCERY MARKETS

## Tea.

The tea market shows no change for the week. The demand is certainly no more than fair, though it could hardly be expected to be at this season. Prices are unchanged throughout, the light demand causing the market on most grades to be in buyer's favor.

## Coffee

The coffee market is dull and weak. Within a month Rio and Santos have declined almost 1½ cents per pound and may go lower before the bottom is reached. The trade are buying for immediate wants only, through fear of further slump, and the general situation is decidedly unsatisfactory from the large holder's standpoint. Only speculative support can restore the former prices. Mild coffees have declined slightly in sympathy with Brazils, but not so much. The demand is moderate. Java and Mocha quiet and unchanged.

## Sugar.

The sugar market is slightly weaker, and sales of refined have been made during the week at 4.25 cents list for granulated, which is 5 points off. The Federal Refinery has even sold at 4.20. Raws are also inclined to be easy. The demand for sugar is poor.

## Syrup and Molasses.

Glucose shows no change for the week, nor does compound syrup. The demand for the latter has not been more than fair during the entire season. Sugar syrup is dull at ruling prices. Molasses quiet and unchanged.

## Fish.

The demand for mackerel is dull and the market is inclined to be in buyer's favor. The Lenten movement is not very satisfactory. Cod, hake and haddock steady at ruling prices. Salmon of all grades quiet and unchanged. Domestic sardines steady and in light request. Imported sardines scarce and firm.

## Dried Fruits.

Prunes are about the same as last report, being still easy, with prices ranging about a cent a pound cheaper on the four sizes than they were a month ago. For the larger

sizes a small premium is being asked. Demand is still light. The demand for peaches and apricots is still small and prices remain unchanged. The market for raisins is still dull and unchanged. Hal-lowii dates are still cheap, the quotations in a large way being around 4 cents per pound. There is a seasonable demand for currants and prices remain unchanged.

## Canned Goods.

The demand for tomatoes is still very light. Quotations for standards are unchanged. Corn and peas, both spot and future, are dull and unchanged. Apples quiet at ruling quotations. California canned goods are still in fair consumptive demand at unchanged quotations. Prices are unchanged for small Eastern staple canned goods and there is a seasonable demand.

## Beans and Peas.

The demand for domestic pea beans is moderate and prices quoted at \$2.40 in a large way, but quotations to come forward are slightly lower than this. Marrows are unchanged and fairly active. California limas are about the same as last report. Green and Scotch peas are quiet.

## Provisions.

The whole line of provisions is firm and shows advances. All cuts of smoked meats are firm at ¼ to ½ cent per pound advance over a week ago. This is due to the high cost of pickled meats. The demand for smoked meats is only moderate. Pure lard is firm at ¼ cent advance, and with a good consumptive demand. Compound shows a moderate consumptive demand at ¼ cent advance. Dried beef, barreled pork and canned meats are all quiet at ruling prices, canned meats being strong.

## Cheese.

There is some increase in the consumptive demand for cheese, but stocks are still ample, and the market is steady and unchanged.

## Butter.

The consumptive demand for butter is absorbing all fresh receipts on arrival at ruling prices. Stocks in storage are rapidly reducing and

the market for that grade, as well as for fresh, is firm. From present outlook, if there is any change it will be a slight advance. This applies to solids and prints and to nearby and Western.

## Eggs.

The recent cold weather has curtailed the production of eggs considerably and the market is firm at 1 cent per dozen higher. The consumptive demand for eggs is very good, and the quality of the present receipts is very fine. Some storage eggs are left and holders are selling at the best possible price, ranging from 6 to 8 cents below the price of fresh. Probably all the storage eggs will be sold, but it will be at a very low price, and at a fearful loss.

## INDIVIDUAL MARKET REPORTS.

### Evaporated Apples, Etc.

Trading in evaporated apples the past week has been at almost a complete standstill. There is no change in prices, the holders not showing any willingness at all to shade prices. Both the makers, who have stock on hand, as well as the dealers, figure at present prices that they are perfectly safe in carrying the stock over into next year if necessary.

Good quality apples in 50-lb. boxes are obtainable at 5¼ to 6 cents per pound, with cartons ½ cent per pound higher. There is also a good demand for new crop goods, October-November shipments, at 6¾ to 6½ cents f. o. b. in boxes.

Raspberries are quiet here with stock firmly held at 16 to 16½ cents f. o. b. in barrels.

C. C. HALL.

Rochester, N. Y.

### Imported Fish Specialties.

Holland Herring.—The market has taken a turn and with increased demand the stocks of Holland herring particularly in kegs, have been very well cleared up. Very few shipments are now on the way, as most importers think it is rather late to take over new shipments. Prices have therefore advanced and kegs of Holland herring are scarce at this moment.

Scotch Herring.—The real fine qualities are very scarce and almost unobtainable. A lot of winter packed fish has come over which is not at all satisfactory in quality and naturally fetched only in different prices.

Norway Herring.—All the satisfactory qualities are practically cleared. Very few remain. Demand continues good.

The market for Sloe herring which had been rather weak for some time, has now again hardened and prices are taking an upward turn.

Imported Oil Sardines.—French are very scarce and very few to be had.

Portuguese Sardines.—Demand is very good and stocks, particularly of boneless, practically cleared. The new goods cannot be expected before the beginning of the summer. The few first hands are practically sold out of boneless and what is remaining in second hands is held at higher prices.

Norwegian sardines are getting quite scarce and the trade begins to realize that the catch has really been a failure and that Norwegian sardines are scarce. Prices are therefore decidedly higher and market very firm with an advancing tendency.

STROHMEYER & ARPE CO.  
New York.

### Standard Canned Goods.

#### No. 1

It can hardly be that the enthusiasm and good feeling that was so contagious at the canners' annual convention at Louisville has spread so soon after adjournment, to markets widely separated from the celebrated region which produce a well-known beverage, which, as is said, makes everything within the range of human vision looser. All the same, there was noticeable improvement in the buying of canned goods that was not confined to tomatoes alone.

Both spot and future tomatoes were fairly active during the week in lots ranging from one to four or five carloads, and the undertone of the market was firmer at the closing, though no higher as to prices. The canners and the growers have not yet reached any agreement as to the price per ton for next season's crop, and an advance in the market for the canned article at this time would strengthen the grower in their demand for an advance of \$1 per ton over the contract price in 1912. Consequently the canner are between two fires, namely, hope for higher prices for the spot goods, and a desire to hold down the cost of next season's crop. The present indications favor a higher rather than a lower market for tomatoes.

There was an increase in the number of orders for the other line of vegetables, chiefly for sweet potatoes.



oes, string beans, pole lima  
ans, baked beans, kraut and  
aked peas, and a few other arti-  
s that have been inactive all win-  
t, and the goods were widely  
attered. Possibly, the outlook for  
longer than usual spring season  
s something to do with the in-  
eased buying. Spot corn was  
rly active last week for the low-  
t priced goods obtainable, and  
veral good-sized lots went into  
e proper channels for prompt  
nsumption. Peas continue to  
umber.

in canned fruits No. 10 apples  
ere bought in straight car lots.  
ne price of them advanced and  
ey look stronger ahead because  
the small holdings here. Not in  
n years have the stocks of pine-  
ples in Baltimore been so small  
they are to-day, especially the  
fferent grades and sizes of the  
iced fruit. Pears are going out  
eadily in small lots, but the buy-  
g of the other fruits is very light.  
ere it not for the very small  
ocks of berries and cherries held  
ere, except blackberries, the  
rices would be easier.

Cove oysters were fairly active  
st week in small quantities at to-  
ay's prices. The cost of the raw  
ock continues to be too high for  
xtensive canning operations.

THOS. J. MEEHAN & Co.  
Baltimore, Md.

#### No. 2

The demand for spot tomatoes  
emains quiet. The scarcity of the  
etter grades is still marked and  
hose possessing same are firm in  
eir quotations. The 80-cent kind  
re seldom desirable. Those de-  
iring reliable quality, especially in  
nabeled goods, find such goods  
rmly held at 85 cents and better  
or No. 3 cap cans, with full and  
extra standard sanitaries com-  
manding proportionately higher  
rices. January and February are  
generally dull months in the canned  
goods business and when the spring  
rade sets in there is every reason  
o believe that the small stocks in  
irst hands will be readily absorbed.  
The estimated 10 per cent. of the  
ack remaining unsold in January  
will not fill a very large gap.

In future tomatoes the conserva-  
tive packers are still inclined not to  
book business until raw stock con-  
ditions are more settled.

Good, extra and fancy corn is  
still in demand at unchanged  
prices, and the cheaper grades have  
recently been in much greater de-  
mand, and while the prices have  
been low the increased demand has  
been encouraging holders, showing  
that corn was going into consump-  
tion—and that by so much stocks  
were being decreased.

Packers should realize that it is  
the duty of each one to curtail his  
1913 pack and allow the market  
to revive, and especially should  
every effort be made to pack good  
corn in order that the market may

not be flooded with a lot of corn  
of inferior quality, the sales of  
which must naturally effect the bet-  
ter grades, and which, instead of  
bringing repeat and increased busi-  
ness, tend to lessen consumption.

Curtailment and quality should  
be the watchwords of every corn  
packer for 1913, and we believe  
that a large proportion have  
adopted this and that more healthy  
conditions will follow. While there  
is little demand for the ordinary  
grades as futures, reliable and spe-  
cial brands are receiving attention  
on the basis of present quotations;  
many are still withholding prices  
until raw stock conditions become  
more settled.

WILLIAM SILVER & Co., Inc.  
Aberdeen, Md.

#### ' MARKET NOTES.

Florida oranges are still rather  
stiff, fancy fruit bringing up to \$4,  
and the regular run of the fruit up  
to \$3 and \$3.25. The demand is  
good.

Florida grapefruit is ruling on  
the same comparatively low plane  
that it has ruled on most of the  
season—\$2 to \$3.50 per box. The  
demand is steady and good.

Hothouse radishes range from  
2½ to 3½ cents per bunch, and  
Floridas \$1 to \$1.25 per one-third  
barrel basket. The demand is still  
a little quiet.

Florida tomatoes have slumped,  
owing to a combination of reduced  
receipts and poor quality. The  
present range is \$1.75 to \$2. Fancy  
hothouse tomatoes are worth as  
high as 50 cents per pound.

Florida grapefruit rules at \$2 to  
\$2.25. The quality is fair and the  
demand moderate.

Florida cucumbers are worth  
\$3.25 to \$4 per basket; demand  
fair.

Florida beets are now the best  
on the market, and average \$3.50.  
New Orleans beets range from 2  
to 2½ cents per bunch; demand  
fair.

Florida peas are very scarce and  
very high—\$4.50 to \$6; quality  
good and demand taking all the re-  
ceipts.

Florida beans range from \$3.50  
to \$4, which is fairly high. The  
demand is good.



### "See How Easy it is, Tilly?"

The new girl who has never made a Jell-O dessert  
needs only one lesson. After that she too is a firm friend  
of Jell-O, for dessert making has become one of her easy  
tasks.

# JELL-O

is popular with women because it helps to make kitchen  
work comfortable and it satisfies the family appetite for  
something fine for dessert.

It is her pleasant experiences with Jell-O that send the  
housewife to the grocer's for more Jell-O. It is the house-  
wives who move Jell-O off your shelves.

THE GENESEE PURE FOOD CO.,

Le Roy, N. Y.

The name JELL-O is on every package in big red letters. If it isn't there, it isn't JELL-O

#### Pennsylvania News Items.

The House Committee on Health  
and Sanitation gave a hearing to  
the farming and butter interests  
on all the pending oleo bills last  
Wednesday. All the bills would  
improve the position of oleomarga-  
rine in Pennsylvania. At the hear-  
ing protests were heard from the  
farming and labor organizations of  
the State. William T. Creasy,  
Master of the State Grange, intro-  
duced the speakers and made a  
speech against the bill as detrimen-  
tal to the extensive dairying inter-  
ests of the State. John G. Mc-  
Sparren, of Lancaster, declared  
that the oleomargarine interests  
were spending much money every  
year to put through legislation.  
James H. Maurer, of Reading, rep-  
resenting the State Federation of  
Labor, also appeared against the  
bills.

## Baker's Cocoa and Chocolate Preparations are Standard



Registered,  
U. S. Pat. Off.

being absolutely pure,  
fulfilling ALL THE  
REQUIREMENTS of  
the Pure Food Laws.  
Grocers assume no risk  
in handling these goods  
as the demand for them  
is constant.

MADE ONLY BY

Walter Baker & Co. Ltd.

Established 1780

DORCHESTER, MASS.



## Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s  
Department Food Stores, Dover, N. J.

**That "Authority" Business.**—I am in receipt of quite a few letters recently from clerks in various parts of the country. The majority of them complain about not having authority to do things that are laid out in "Straight Talks."

As stated in former talks these are suggestions largely for you to suggest to your superior—that is where any radical change in store management is talked about.

Every progressive manager of the modern food store will welcome ideas. If he has a man back of his counter that can assist him, that man is valuable. If you are "that" man keep springing your suggestions. If nothing comes of them depend upon it that in time you will, if you are in earnest, get an opportunity to work them out on your own account, but don't keep things under your hat.

It was Lowell who said: "No man is born into the world whose work is not born with him."

\*\*\*

**Get After the Stuff That Shows the Profit.**—One of the things in our line just now is prunes. Spread yourself on 70-80 at three pounds

for 25 cents. The time is ripe. Dump them in the window and slap a big sign on them. Let your fancy window displays go hang; make a live one. Artistic displays are good enough, but they don't bring in the women that are holding hard and fast to that dollar bill.

Get the quick dollar bill into the cashier's desk. That's the kind of sales that gives the boss a chance to discount his bills.

Evaporated peaches are cheap and people are just itching to buy such fruit, and they will buy it from the fellow that knows enough to put these goods to the front attractively.

\*\*\*

**To Be a Success You Must Be a Good Storekeeper.**—It won't do to let things lie in the cellar dead. To be sure the buyer bought them and it was probably a good purchase at the time, but it's up to you to sell them to-day. Buyers aren't sellers. They do their part at the desk. It doesn't do any good to say it was a bum purchase. That simply means that you aren't capable of handling the purchase. Work hand and glove with the

buyer and let him see that his isn't all the brains connected with the transaction.

"What we have to learn to do  
We learn by doing."

### THE NEW YORK LETTER

(Continued from page 14.)

of present consumption. Peas, string beans and other staples are quiet.

California fruits are selling to the jobbers in a moderate way. Southern fruits are in limited supply, but there is little demand so prices may be said to be more or less nominal.

Opening prices on the new 1913 pack of lobster have been announced in the last week by several of the Maine packers and are slightly higher than the opening figures of a year ago. Spot salmon is selling in a jobbing way for immediate requirements. Domestic sardines have been fairly active in anticipation of the advance of 10 cents a case on both oils and mustards, which becomes effective next Monday.

The general trend of prices of California dried prunes seems to be in the buyer's favor. There is a depressed and unsettled feeling in the trade on the part of holders. There is a quiet steady demand for dried apricots. Spot dried peaches are dull and prices nominal. California raisins are weak, with little interest either in spot or for forward shipment from the coast.

Business in flour continues light. The upward trend of wheat is getting attention and some of the mills

advanced their asking prices. The buyers were not convinced, however, that prices have started on any permanent upward movement and continue indifferent, as a rule. Many of them have still large stocks on hand.

Arrivals of Western eggs have been a little lighter in the last week. There are still weak spots in the market, however. In the top grades values are fairly well sustained, but medium and lower grades are weak. The supply of nearby eggs seems quite adequate. The top grades of Western eggs bring from 21 to 24 cents; the finest of the nearby white henery eggs bring as much as 29 to 30 cents. There is a moderate demand for storage eggs with 16 cents at the top figure for refrigerator firsts and the bulk of the business being at 15 cents downward for the lower grades.

Nearly all grades of butter have been getting a little firmer. The buyers are operating more freely and stocks are passing out of first hands promptly, as a rule. The extra fresh creamery is bringing 35½ to 36 cents; firsts, 33 to 34½; seconds, 31 to 32½. The best grades of held butter are bringing from 31½ to 34 cents. There is a brisk demand for acceptable grades of both fresh and held butter at 33 cents or less.

FRED. A. MCGILL.

Rhubarb is gradually coming down in price; the present figure is 50 cents per bunch; demand good.



High-grade goods raise the standard of your store, bring you a better class of trade, increase your profits. Why not put in a line of our high-grade canned goods?

## CRUISER BRAND

Tomatoes  
Corn  
Succotash  
Small Lima Beans



Small Sifted Peas  
Early June Peas  
Telephone Peas  
White Wax Beans



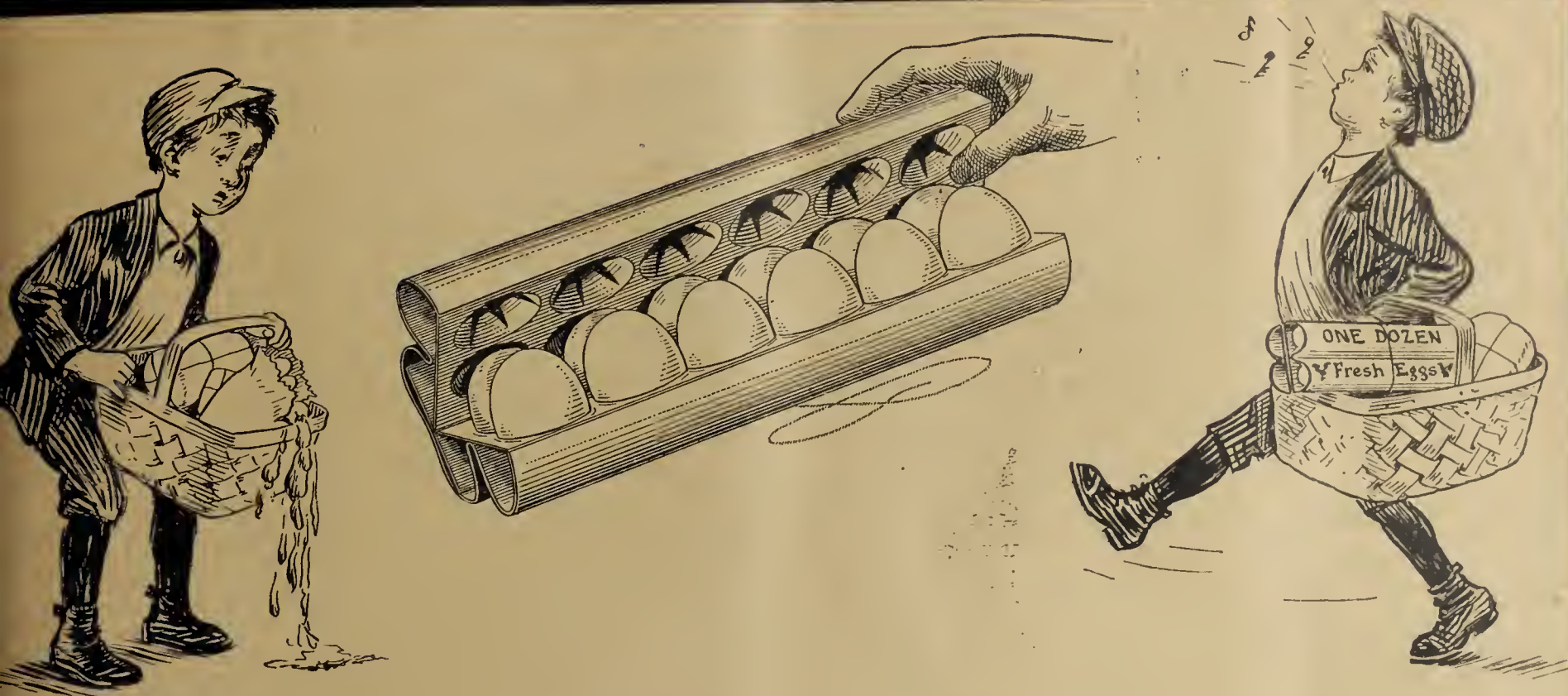
KIRK, FOSTER & CO.

WHOLESALE  
GROCERS

209

NORTH WATER STREET  
PHILADELPHIA - PENNSYLVANIA





# Continental Safety Egg Cartons are the Only Practical Egg Cartons

First: They prevent breakage, because each egg is firmly gripped in a cushion-like nest, and this secures your full profit.

Second: They are quickly and easily filled and fastened.

Third: Each carton has its own string and fastener attached to it, thus saving time and string.

*Packed flat, 250 to the case*


*Ask your jobber or write us for FREE sample*

## CONTINENTAL PAPER BAGS

"There's a Continental Paper Bag for every paper bag purpose," and our name on a bag carries with it the quality guarantee of the biggest paper mills in the world. Let us quote prices on the grade of bags you are now using.

**COFFEE BAGS:** Let us show you how to make a reputation for your coffee and increase your sales by using bags that will retain the fresh roasted flavor and aroma.

*Write us for samples and prices*



**Continental Paper Bag Co.**  
**WHITEHALL BUILDING, NEW YORK**





### Mr. Jones and His Cashier.

I was home over last Sunday. We had just had Saturday night dinner and the waiters and the powdered butler were just getting ready to leave the dining room, when I says to the powdered butler, "Maggie," I says, "you may serve the coffay in the liberry," I says. Then me and my wife sailed into the liberry while Maggie, the powdered butler, brought in the coffay and another of my lackeys threw another perfumed log on the imported English fire.

Then my wife sat down to speak the scandal that had happened in the neighborhood since I was home the week before last.

"Did you hear about Mr. Jones and his cashier?" she started in.

It's up to you to know that Mr. Jones is the name I'm using for the gent that trusts us for groceries. He's a man about forty-five whose wife died last summer.

"You told me something about it last time," I said, "but it hadn't gone very far then. I think he'd only kissed her once then behind the refrigerator or something like that."

"Well, it's perfectly scandalous now," she said, "everybody's talking about it. They go to the store

every evening and stay till all hours. I've been thinking about dealing with some other store."

"Well, you let it stop with thinking," I said loudly, smashing her violently in the head with a lamp. (Sometimes I think I treat my wife too rough.)

"I certainly won't patronize any store that goes on like that," she said, squeezing the kerosene out of her hair.

"Oh, it's the store that's in with the cashier, is it?" I said, "I thought it was Jones."

"You knew what I mean," she said. "If he's going to get himself talked about, I'm going somewhere else. He's a bad man."

"He's a good enough grocer, ain't he?" I asked.

"I suppose he is," she said.

"Well, you let that do for you," I said. "As long as his mix-up with his cashier don't mix up our orders, we'll tend to our own business."

She didn't say any more, being deathly afraid of being hit again, but I could see by the way she buttoned her mouth up that Jones would lose our large and profitable business if he didn't watch out.

Just shows how the women carry

outside things into their business. On Sunday the subject came up again.

"You talk about my not caring what Mr. Jones does so long as he pays attention to his business," she said, "why the other day Jennie Baxter stopped dealing with Harpers because they were Catholics."

"Jennie Baxter's a darn fool then!" I said, "a dead Catholic's worth a heap more than a live fool any time! By gravy, I'll write the fool-killer about Jennie to-morrow! Gee whiz, can you beat that?"

"I think that was foolish myself," said my wife, "but it's different in a case like Mr. Jones."

"It ain't any different at all!" I said, "you don't buy stuff of Mr. Jones because you like his whiskers or the shape of his feet, do you? You buy it because you get the stuff you want at the price you want to pay. Suppose he sent you a note that he couldn't sell you any more because he didn't like your double chin? Of course a double chin ain't quite so bad as the cashier's business, although he might think it was. Besides that, how do you know what he goes to the store at nights for? Maybe they're going over the books."

A sniff was all that got.

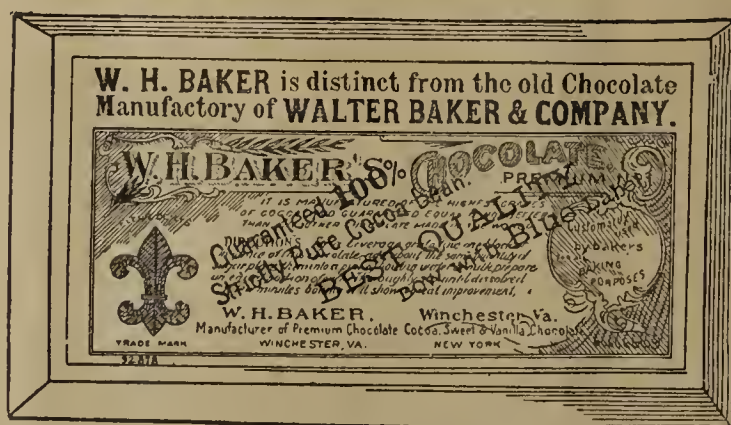
Now I ain't sticking up for Jones. I ain't talking about him and his cashier at all. I don't consider any of my business; I ain't appointed by God Almighty to keep Jones straight. But it shows how careful a fellow has to be—especially when he's in a business where he has to deal with women. They think they spend a couple of dollars a week with you they've got a right to run you, and if you do or anything that they don't like, they take their little orders and go somewhere else. Honest, a fellow in the grocery business oughtn't to have any opinions about anything. At least, he oughtn't to tell 'em to anybody. It'll get so after awhile that he can't even show any religion, for fear it won't suit Jennie Baxter.

THE STROLLER.

### MAGAZINE NOTES.

The March issue of "Lippincott" keeps the pace set by recent numbers which have been getting no end of praise. The complete novelette is Edgar Jepson, whose "Pollyooly and Lump" has proved so popular. It is entitled "The Changeable Professor" and in it are adroitly commingled buffoonery and melodrama, as in one of the big theatrical successes of the present season. The Professor is a scientist whose arduous labors have injured his health, apparently beyond repair. But he discovers a strange cure for his malady, and lives to confound his brother scientists and to win the girl he loves—and she's well worth the winning. Vivisection—or something akin to it—plays an important part in the narrative, which "gets busy" from the start, and never is permitted to lag. The short stories are a varied lot. "What There Was of It," is by Anne Warwick; "A False Aurora," by Alice MacGowan and Caroline Wood Morrison; "Held Up," by Thomas L. Mason; "The Vacant Forty," by Paul L. Ellerbe; "The Little House," by Annet Thackwell Johnson; "The Strategy of Hezekiah John," by Clara Odell Lyon; and "Auntie Jane's Reminiscences," by Dr. Charles C. Abbott. The "Short Story Masterpiece" is "The Snow Storm," by Alexander Pushkin, the wonderful Russian writer. As usual there is an introduction by the editor.

## W. H. BAKER, WINCHESTER, VA.



### Chocolate and Cocoa Preparations

United States Serial No. 5257  
Guaranteed Under the Food and Drugs Act, June 30, 1906

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"





A National Co-operative Effort to Familiarize Consumers With the Wholesomeness, Excellence and Economy of Canned Foods,  
Thereby Increasing Their Sale and Use

## NATIONAL CANNED FOODS WEEK

MARCH 31st TO APRIL 6th, 1913

Headquarters — Masonic Temple  
Room 1517 — CHICAGO, ILLINOIS

Mr. Retail Grocer:

Are you preparing to make window and counter displays of Canned Foods during "Canned Foods Week?" Write to us and we will mail you beautiful designs in colors as a suggestion.

This Committee is going to do some advertising in the daily papers during that week. Why not adapt your own advertising to the occasion and all join to push it along?

Do you see the cuts in this advertisement? That's the slogan for the week. **Sell Her a Case—Sell Her an Assortment—Make the Price Right—And Keep Her Trade.**

Make a special demonstration on Canned Foods during that week. Write us for appropriate leaflets or literature to distribute. We will send it free and prepaid. It does not advertise any brand or label, but is appropriate to all labels and all brands and kinds of Canned Foods.

Induce your local Association of Retail Grocers to co-operate to make "Canned Foods Week" the biggest thing of the kind that ever happened.

Get your hotels, restaurants and boarding houses to put in special bills of fare during that period, headed "Canned Foods Week."

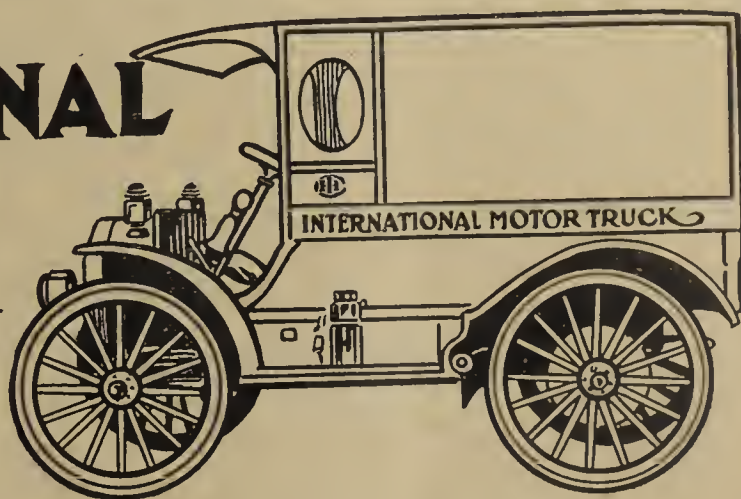
Induce your local paper to print interesting articles about Canned Foods.

Write us and we will send the articles by return mail.

Truly yours,

THE NATIONAL CANNED FOODS WEEK COMMITTEE

# How Would You Like To Own *That* INTERNATIONAL MOTOR TRUCK ?



Afford it? Of course, you can! In fact, you can't afford to be without it. You can't afford to lose the extra business that an INTERNATIONAL MOTOR TRUCK would bring you.

With proper care—such care as you can easily learn to give it—the INTERNATIONAL MOTOR TRUCK costs no more to keep than a horse and wagon, but it will do over twice as much work. An INTERNATIONAL MOTOR TRUCK will enable you to serve a larger number of customers; to serve them more promptly and better than you can with a horse and wagon.

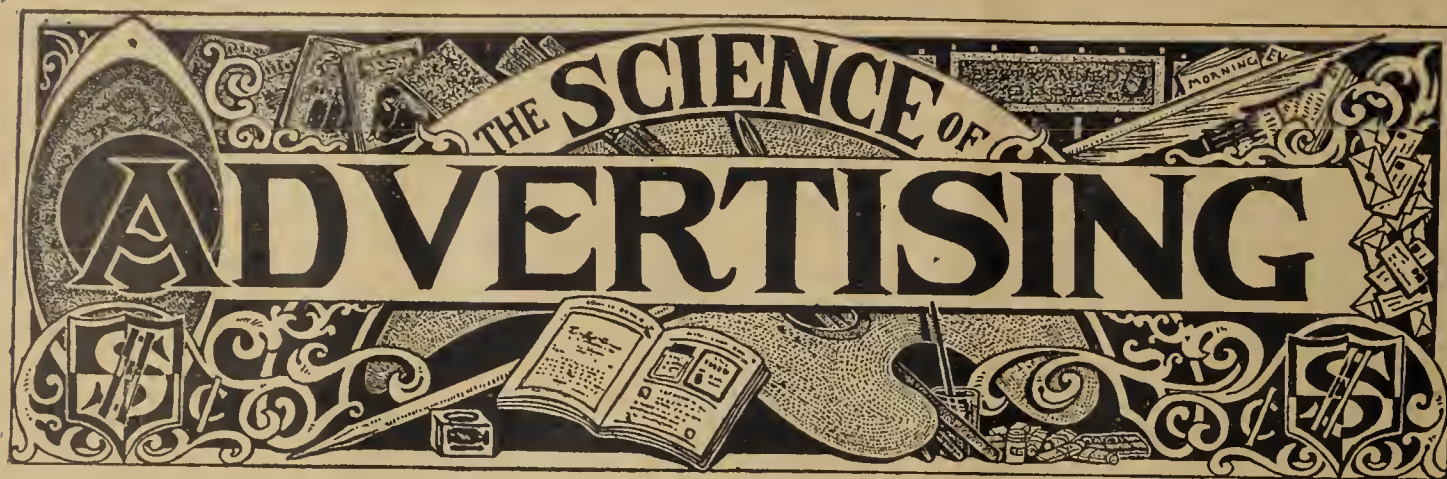
It is a good advertisement for you, for it shows that you are a progressive merchant. It never gets tired or sick as a horse does, but is ready at all times to meet the demands of your business and will work day and night if you wish.

Write us for catalogue and literature showing pictures of INTERNATIONAL MOTOR TRUCKS now being used by successful merchants. Ask us for any information you wish on the subject of motor delivery. We will gladly help you solve your delivery problem in the right way. Address your letter to

**The International Harvester Company of America, Inc.**  
504 Harvester Building, Chicago, U. S. A.

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"





Washington, D. C., Jan. 27, 1913.  
Editor "Science of Advertising."

Dear Sir:—Inclosed you will please find a postal card quotation, intended for the retail grocery trade, hotels, clubs, etc.

May I have your criticism on same.

Yours truly,  
VERLING HARRIS.

The postal card enclosed was an ordinary Government postal, printed as follows:—

vertising. As I understand it, this goes from jobber to retailer. It is merely a quotation. The retailer handling these goods knows all about qualities and it therefore isn't so necessary to harp on quality as it is with consumers. I see this card is sent out by a St. Louis commission house to a retail grocer in Washington, D. C. I can't see

Louis that the Washington retailer would almost certainly patronize them, rather than take the risk of stuff carrying from St. Louis and reaching its destination in salable condition. So that I don't judge the value of this postal by its chance of getting business in Washington for a St. Louis house. As a business-getter nearer home, it will probably arouse inquiries—if the prices are attractive.

\*\*\*

Wilksburg, Pa., Feb. 17, 1913.  
Editor "Science of Advertising."

Dear Sir:—We wish to thank you for the criticism of our January "Store News," which appeared in your issue of February 17th.

We are mailing you the February number, which more clearly shows our idea in publishing this paper. We do not expect you to make a public criticism of this paper, but we are inclosing a stamped envelope and would appreciate any suggestions you might make.

Thanking you for your attention to this matter, we are,  
THE KUHN CO.  
W. S. Kuhn.

I discussed what I think was the first issue of the Kuhn Co's "Store News" a few weeks ago. The number they send me now is much better than the first. My recollection is that the criticism of the first issue was that while it purported to be a "partial list of the new goods arriving during the month," really did not seem to be, being apparently an ordinary advertisement for anything. In the issue sent me now the same idea—new goods arriving during the month—is carried out better. Several out-of-the-ordinary goods are featured—Bismark herring, Channel mackerel, a bargain in fine sardines, Climax paper cleaner, some English specialties, English biscuit, imported cheese, a special 5-pound box of prunes, and several other things a little apart from the ordinary store routine. This kind of advertising will sell goods without a doubt.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

ST. LOUIS, JAN. 25, 1913

Strawberries, Florida, Fancy, per Qt. 40c. Choice	25c
Cranberries, Cape Cod, Howe's, per Bbl., \$8.50, per crt.	\$2.50
Imported Endive, per pound	12c
Romaine, per hamper (24 to 30)	1.50
Head Lettuce, Extra Fine, per hamper (30 to 36)	2.00
Head Lettuce, Choice, per hamper (36 to 40)	1.50
Parsely, N. O. Large Bunches, per dozen	40c
Pie Plant, Michigan Hot House, per bunch	40c
New Potatoes, per Bbl., \$7.50, per bushel	2.75
Hampers of Second Growth Potatoes, 75c. to	1.00

Phones.  
MAIN 848  
CENTRAL 2125

BENTZEN COM. CO.

Of course this is really not advertising at all, and it is not to be judged by the regular rules of ad-

much business coming from that. There are so many more places to buy produce near home than St.

### People Are Using Cocoa as Coffee Substitute.

High Coffee Prices Are Reason. 1912 Coffee Importations Smaller From Same Reason, But Worth More Money.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,  
February 27, 1913.

The value of coffee importations in the calendar year 1912 was the largest on record, amounting to 130½ million dollars, against 97 million in 1911, and 74 million in 1910, 87 million in both 1909 and 1904, and 109 million in 1892, the former high record year. The quantity, however, imported in 1912 is materially less than in 1900 or 1904, the number of pounds imported in 1912 being 943 million, against 1,140 million in 1909, and 1,113 million in 1904.

The average price per pound of the coffee imported was, in 1912,

13.8 cents, against 7.6 cents in 1909, and 6.8 cents in 1902. These figures represent the average price in the country from which exported to the United States, since the law designating the method of valuing the merchandise imported into the United States requires that the selling price, or wholesale market value, of the merchandise in the country from which exported be accepted as the stated value of the merchandise in the returns made to the Statistical Division of the Bureau of Foreign and Domestic Commerce. The price of imported coffee in 1912 was higher than that of recent years, though in the fiscal years 1895 and 1896 it averaged 14½ cents per pound and in 1894 16½ cents.

About three-fourths of the coffee imported in 1912 came from Brazil, the total from that country being 676 million pounds valued at 93½ million dollars, against 266½ million pounds valued at 37 million

dollars from all other countries. Next to Brazil the largest importations were 81½ million pounds valued at 10 million dollars from Colombia; 51⅓ million pounds valued at 7⅔ million dollars from Venezuela; 38 million pounds valued at 4⅓ million dollars from the Central American States; and 31¼ million pounds valued at 5 million dollars from Mexico; while from Europe as a whole the importations of coffee produced in Asia, Africa and other countries amounted to 42¾ million pounds, valued at 6¾ million dollars.

The high price of imported coffee in recent years has been accompanied by a marked increase in the importations of cocoa. The quantity of cocoa imported into the United States in the calendar year 1912 was 153 million pounds, against 134 million in 1911, 116 million in 1910, and 121 million in 1909, the first year in which the total exceeded 100 million pounds.

The value of the cocoa imports of 1912 was \$16,917,356, against \$14,589,545 in 1911 and \$7,262,100 in 1902, a decade ago, in which year the quantity imported was 56,744,545 pounds.  
HOLT.

## PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.

These trade-mark crosses line on every package  
**CRESCO FLOUR** DIET FOR  
DYSPEPTICS  
No Case of  
**KIDNEY AND LIVER TROUBLES AND OBESITY**  
Makes delicious meals for everybody.  
Unlike other meals, it is physician's. For book  
or sample, write  
**FARWELL & RHINES, WATERTOWN, N. Y., U. S. A.**

### MANY GROCERS

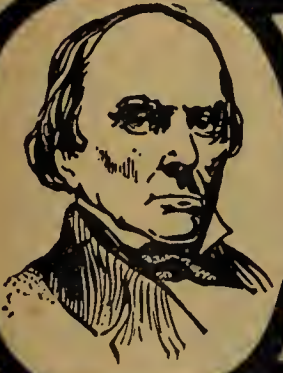
Find it pays them to read the "good stuff" in

**The Advertising World**  
Columbus, Ohio

Sample free, or four months' trial for 10 cents

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"





# DANIEL WEBSTER FLOUR

**"Better than the Best"**



Bread made from DANIEL WEBSTER FLOUR not only rises better but also retains its freshness and moisture longer than bread made from inferior flour. It also takes up more water in the dough and makes a bigger loaf per quantity of flour used. It is a splendid flour for cakes and pastry as well as bread. Women like DANIEL WEBSTER FLOUR for these reasons and your customers will be pleased with you if you persuade them to try it. You can recommend it *with confidence* because our immense facilities for storing grain enable us to keep its quality absolutely uniform, so the trade you secure on it will be *permanent* because *satisfied*.

*We help the grocer who sells DANIEL WEBSTER FLOUR to secure the sales created by our advertising. Write us for list of "dealer helps."*

**EAGLE ROLLER MILL COMPANY**  
NEW ULM, MINNESOTA

## Chalmers' Gelatine



is made in an abso-  
lutely sanitary factory  
meeting all Govern-  
ment requirements

MADE AT  
**WILLIAMSVILLE, N. Y.**

BY  
**JAMES CHALMERS' SONS**

**H. P. TAYLOR, JR., RICHMOND, VA., SALES AGENT**



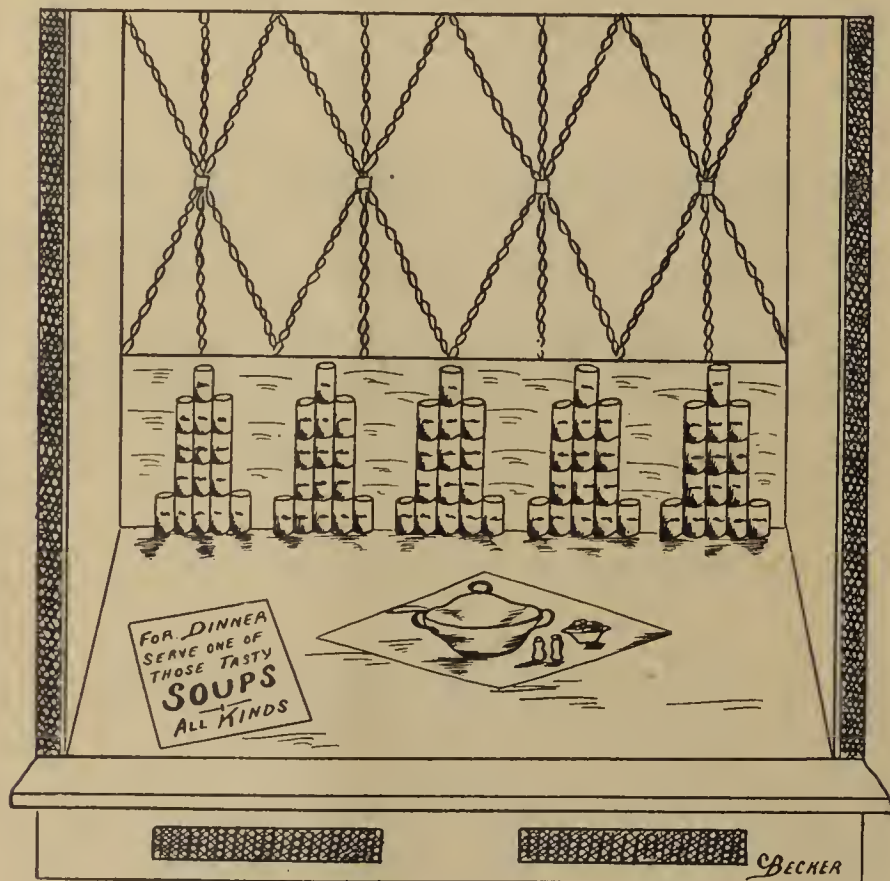


## Two More Lenten Windows

Two more Lenten suggestions, both very simple, yet attractive.

### No. 1.

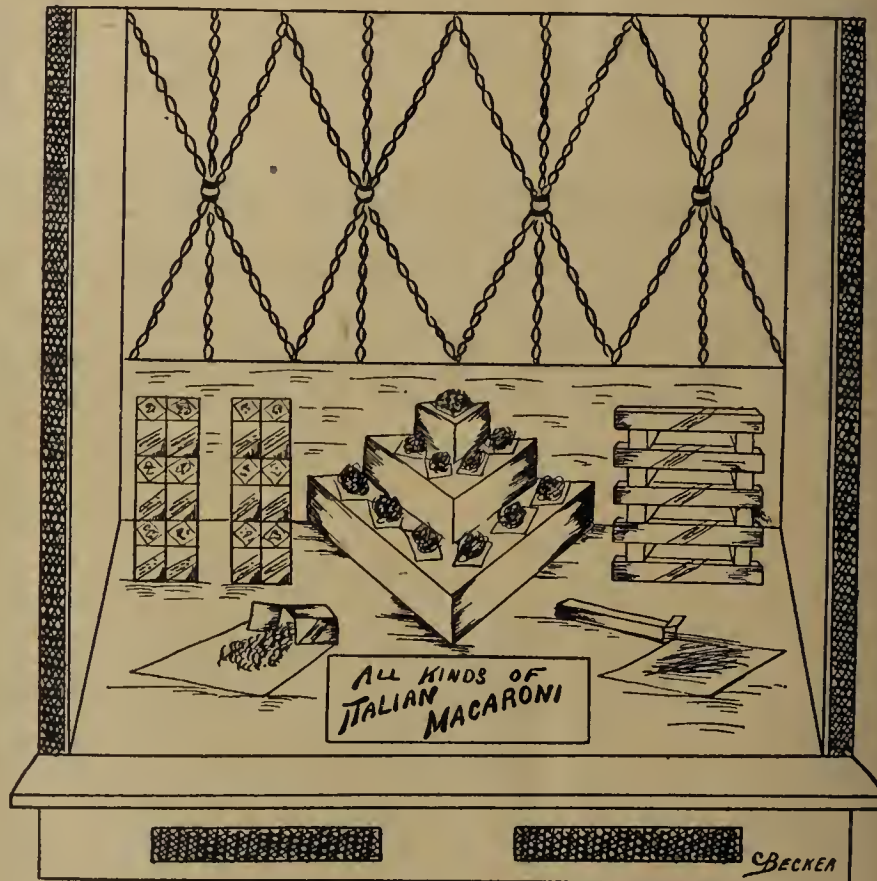
Soup is always a popular dish, but especially during the cold weather. Lent is a good time to make a window display of it. To arrange, first cover the bottom of the window with white crepe paper. At one side place a large, neat sign card, with lettering as illustrated.



In the centre place a large linen napkin, on which place a soup tureen, a salt and pepper shaker and a bowl of small crackers. At the rear build small pyramids of the different kinds of soup. Run some of the white crepe paper across the rear at the bottom and at the top. Cut some of the paper in three inch strips and twist and arrange as illustrated.

### No. 2.

The macaroni display is arranged in the following manner: First cover a three-cornered pyramid made of wood with red, white and green—Italian colors. The bottom or largest platform cover with red crepe paper, the next white and the smallest or top one, green. Now cover the bottom of the window with white crepe paper and place the pyramid in the centre at the rear. In front place a sign card in the centre, with lettering to suit your display. At each side place an opened box of long and elbow macaroni. Pour the contents on a



white paper napkin and build a pyramid back of each kind. On the pyramid in the centre arrange paper napkins, on which display all kinds of macaroni. Run some of the white crepe paper across the window at the bottom for a background and arrange the crepe paper strips as in the other window; but instead of having them white, use the three colors, red, white and green alternately. Tie the three colors together with a little band of paper made of the three colors.

### Government Loses Two Interesting Coffee Cases.

Two interesting cases brought recently by the United States Government, involving alleged misbranding of package coffee, have just been decided in the West, both

in favor of the C. F. Blanke Tea and Coffee Co., of St. Louis, Mo., the defendant in both cases. In one of the cases it was alleged that the branding of the company's 'Mojav' blend misled the public into the belief that the product was

a mixture of Mocha and Java coffees. In another it was alleged that the company's product branded 'Kafeka' misled purchasers into the belief that it was composed of grains and cereals, whereas, it was alleged, it contained "about 10 per

cent. of low grade coffee, including a considerable amount of coffee chaff and other refuse." In the Mojav case the judge instructed the jury to find for defendant, and the other the jury found for the defendant without instructions.



Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

## General Merchant

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. LV.

PHILADELPHIA AND NEW YORK, March 10, 1913.

No. 10.



### Grocery World AND General Merchant

PUBLISHED WEEKLY BY THE  
GROCERY WORLD PUBLICATION CO.,  
AT  
927 Arch Street, Philadelphia.

TELEPHONES:  
} Filbert 3286.  
} Filbert 3287. Keystone, Race 746.  
ate Exchange.

All Checks and Drafts payable to the Gro-  
cery World Publishing Co.

An independent journal published ex-  
clusively in the interests of retail grocers  
and general merchants.

ELTON J. BUCKLEY,  
Editor.

DAVID EZEKIEL,  
Advertising Manager.

Subscription Rates, Including Postage,  
Payable in Advance:

PER YEAR	
United States and Mexico.....	\$3.00
Canada .....	3.50
Great Britain and Continent of Europe and Asia .....	4.50
Single Copies .....	.10

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## Honest Advertising Bill Passes Both Houses Finally and Now Goes to Governor

House Tentatively Agrees to Bill Regulating Cold Storage Foods.  
Bill Controlling Rotten Egg Sale Also Soon to Pass, But Will  
be First Amended. Other Legislative News.

Special Correspondence of "Grocery World  
and General Merchant."

Harrisburg, Pa., March 7, 1913.

The honest advertising law has now passed both Houses finally and is now in the Governor's hands for signature. There is every expectation that he will sign it:—

### AN ACT

To prohibit the making or dissemination of false or misleading statements or assertions concerning any merchandise, securities or services, and providing penalties for the violation thereof.

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That whoever in a newspaper, periodical, circular, form, letter or other publication published, distributed or circulated in this Commonwealth, or in any advertisement in this Commonwealth knowingly makes or disseminates or causes to be made or disseminated any statement or assertion concerning the quantity, the quality, the value, the merit, the use, the present or former price, the cost, the reason for the price, or the motive of purpose of a sale of any merchandise, securities or services, or concerning the method or cost of production or manufacture of such merchandise or the possession of rewards, prizes or distinctions conferred on account of such merchandise, or the manner or source of purchase of such merchandise or securities which is untrue or calculated to mislead shall be guilty of a misdemeanor, and on conviction be sentenced to pay a fine of not more than \$1,000 or by imprisonment in the county jail not exceeding sixty days, or by both such fine and imprisonment.

\*\*\*

There has been introduced in the House, referred to the Judiciary General Committee and favorably reported back to the House by that body, the following bill: "An act to amend an act entitled 'An act to provide for the licensing and regulating of slaughter houses, shops, wagons, and places where meats, poultry, fish, game and shell fish are prepared for use as food, or stored or exposed for sale, in cities of the first class in this Commonwealth; and providing penalties for any violation of any regulation governing the same,' approved the twenty-sixth day of April, Anno Domini nineteen hundred and seven, so as to provide that licenses shall be for the calendar year and that licensees continuing in business shall annually apply for new

licenses." This bill came up for first reading and was tentatively agreed to by the House.

This bill applies only to Philadelphia and would compel all merchants who sell meat, poultry, fish, game and shell fish to take out the present \$1 license every year.

\*\*\*

The bill providing that rotten eggs shall not be sold for any purpose until they are treated with kerosene oil is in sight of final passage. The Senate passed it finally and the House has gotten it as far as second reading. It came up for third reading and final passage during the week, but was postponed at the request of Mr. Stein, who said he wished to make amendments to it.

\*\*\*

The House had passed the new bill regulating the sale of cold storage food on second reading and it came up for final passage on third reading a few days ago. It could not be passed, however, because it had to be amended in order to correct some eight typographical errors. The bill was laid over for printing, and will come up again in a few days. This bill is regarded as one of the bills sure to be passed in some form at the current session. The original title of the bill has been amended. It was at first "An act regulating the sale of certain food that shall have been kept in cold storage, providing for inspectors to enforce this act, fixing their salaries, payable by the proper county, and fixing penalties for the violation of the provisions thereof," but as amended is as follows: "An act for the protection of the public health and the prevention of fraud and deception by regulating the storage and sale of cold storage foods."

The bill as recommended by the committee and tentatively agreed to by the House, is as follows:—

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That this act

shall be known and may be cited as the "Cold Storage Act of 1913."

Sec. 2. The term "cold storage" as used in this act shall mean the storage of food at or below a temperature of 40 degrees Fahrenheit in a cold storage warehouse.

Sec. 3. The term "cold storage warehouse" as used in this act shall mean an establishment employing refrigerating machinery or ice for the purpose of refrigeration or a place otherwise artificially cooled in which articles of food are stored for thirty days or more at a temperature of 40 degrees Fahrenheit or under.

Sec. 4. The term "food" as used in this act shall mean the fresh flesh of animals and fresh products therefrom, the fresh flesh of fowls, fresh food, fish, eggs and butter which have been stored in a cold storage warehouse.

Sec. 5. The word "container" as used in this act shall be taken to mean any bag, band, barrel, basket, bottle, box, caddy, can, canister, carton, crate, firkin, hogshead, jar, jug, keg, stopper, vessel, wrapper, frozen, bulk or any similar or analogous utensil, receptacle, band or wrapper in which food may be kept, stored, sold or offered for sale.

Sec. 6. The word "marked" as used in this act shall be taken to mean written, printed, stamped or painted or any other means whereby words or figures may be indicated in or on a container, or on any cover attached thereto.

Sec. 7. The term "wholesome" as used in this act shall mean fit for human food.

Sec. 8. No person, firm or corporation shall operate a cold storage warehouse without a license issued by the Department of Agriculture, through its agent, the Dairy and Food Commissioner. Such license shall be issued only on written application, stating the location of such warehouse. Upon receipt of the application, said Dairy and Food Commissioner shall cause an examination to be made into the sanitary condition of such warehouse. If it be found to be in a sanitary condition and properly equipped for the purpose of cold storage, the Dairy and Food Commissioner shall cause a license to be issued authorizing the applicant to operate a cold storage warehouse during the period of one year from the date of such license. No license shall be issued until the applicant therefor shall have paid into the Treasury of this Commonwealth the sum of \$50 and shall have exhibited the receipt of the State Treasurer therefor to the proper official in the Department of Agriculture. A license shall be required for each separate warehouse building.

Sec. 9. Whenever any warehouse licensed under the provisions of this act, or any portion of such warehouse, shall be deemed by the Dairy and Food Commissioner to be in an unsanitary condition, it shall be the duty of the Dairy and Food Commissioner to cause such warehouse, or portion thereof, to be closed until it shall be put in a sanitary condition. If such changes be not made within a reasonable time, the Dairy and Food Commissioner may suspend or revoke the license granted for the operation of such warehouse. It shall be unlawful for any person, firm or corporation to operate any such warehouse, or portion thereof, when the same shall be closed by order of the Dairy and Food Commissioner.

Sec. 10. It shall be the duty of every person, firm or corporation that shall be licensed to operate a cold storage warehouse to keep an accurate record of the receipts and

withdrawal of food therefrom. The agents of the Dairy and Food Commissioner shall have free access to such records at all times. It shall be the duty of each person, firm or corporation licensed to operate a cold storage warehouse to file in the office of the Dairy and Food Commissioner on or before the sixth day of January, April, July and October of each year report setting forth in itemized particulars the kind and quantities of food products held in cold storage in such warehouse. The report shall be made on printed forms prepared and supplied by the Dairy and Food Commissioner. If, in the judgment of the Dairy and Food Commissioner, it shall be deemed better in enforcing this act to cause reports to be made at more frequent intervals than herein required, said Dairy and Food Commissioner may cause such reports to be filed in accordance herewith.

Sec. 11. It shall be unlawful for any person, firm or corporation to place in any cold storage warehouse, to keep therein or to sell, offer or expose for sale any diseased, tainted or otherwise unwholesome food.

Sec. 12. It shall be unlawful for any person, firm or corporation to place in any cold storage warehouse any slaughtered animals, or parts thereof, unless the entrails and other offensive parts have been first properly removed.

Sec. 13. It shall be the duty of the Dairy and Food Commissioner to cause to be made a careful inspection of all cold storage foods, with a view to determining whether the same are wholesome. Such inspection shall be made where such food is stored, and each package of such food so inspected shall bear the marks, stamps or other device for identification provided for in this section.

It shall be the duty of the Dairy and Food Commissioner to make such rules and regulations as he may deem proper relating to such inspection and supervision and to the cold storage of food, and otherwise to secure the proper enforcement of this act. Duty authorized agents of the Dairy and Food Commissioner may at any reasonable time enter in such warehouse and inspect the same.

Sec. 14. All food when deposited in cold storage warehouses shall have plainly marked upon the container the date that such food shall be placed in such warehouse. If such foods be not in a container, such marking shall be on such food or on a tag or label, securely and permanently attached thereto.

Such food or the container thereof shall have marked plainly thereon the date of withdrawal of such food from such warehouses. The marking of food in accordance with the terms of this section shall be under such regulations as may be prescribed by the Dairy and Food Commissioner.

Sec. 15. It shall be unlawful for any person, firm or corporation, or any agent thereof, to sell or offer or expose for sale, or have in possession with intent to sell at wholesale, any food which is not marked and distinguished on the outside of each container in a conspicuous

(Continued on page 14.)

**ELTON J. BUCKLEY**

Editor "Grocery World and General Merchant"

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609  
Keystone, Race 746



# Announcement is Made of The Annual Puffed Rice and Puffed Wheat Coupon Sampling Plan

It will be three and one-half times as great as in previous years.

Seven million, six hundred thousand of the coupons will call for a package of Puffed Rice or Puffed Wheat absolutely free.

*You'll get your full profit on every coupon.*

We redeem from you in cash at the regular retail price. 22,000,000 Magazines will present this gift to women. Here is the list of magazines in which the coupon will soon appear.

Saturday Evening Post  
Ladies' Home Journal  
Woman's Home Companion  
McCall's  
People's Home Journal  
Pictorial Review  
Youth's Companion  
Uncle Remus' Home Magazine  
Modern Priscilla  
Literary Digest  
Outlook  
Vogue  
Canadian Magazine  
Canadian Home Journal  
Woman's World  
Delineator  
Designer  
Woman's Magazine  
Ladies' World  
Home Life  
People's Popular Monthly  
Housewife  
Mother's Magazine  
Leslie's Weekly

Christian Herald  
American Boy  
Holland's Magazine  
Harper's Bazaar  
Canada Monthly  
Canadian Pictorial  
Western Home Monthly  
McLean's Magazine  
*Sunday Magazine of*  
Chicago Record-Herald  
St. Louis Republic  
Philadelphia Press  
Pittsburgh Post  
New York Tribune  
Boston Post  
Washington Star  
Minneapolis Journal  
Buffalo Courier  
Detroit News-Tribune  
Baltimore Sun  
Pittsburgh Gazette-Times  
Minneapolis Tribune  
Louisville Courier-Journal  
New Orleans Picayune

Rochester Democrat and Chronicle  
Philadelphia North American  
Richmond Times-Dispatch  
Omaha World-Herald  
Buffalo Times  
Boston Herald  
Pittsburgh Dispatch  
Detroit Free Press  
Milwaukee Sentinel  
Columbus Dispatch  
Denver Republican  
Worcester Telegram  
Providence Tribune  
New York Sun  
Boston Globe  
San Francisco Call  
Washington Post  
Omaha Bee  
Chicago Tribune  
St. Louis Globe-Democrat  
Cincinnati Enquirer  
Memphis Commercial Appeal  
Denver Rocky Mountain News  
Des Moines Register and Leader

This is a chance to get new trade. Get women started by redeeming their coupons.

**We guarantee the sale** on goods you purchase to take care of the business sure to follow this offer. Buy two cases each Puffed Rice and Puffed Wheat, and should any part remain on August 1st, we will relieve you of the surplus on request.

## INSTANT ACTION NECESSARY

# The Quaker Oats Company

CHICAGO



Contributed.

## Canned Goods Broker Says Retailers Curtail Corn Consumption by Charging Too Much Per Can

**William Silver, of Aberdeen, Md., Says He Has Known Retailers to Try to Get Eighteen Cents a Can for Corn. Others Want One Hundred Per Cent. Profit on Cheap Corn. Asks Closer Pricing for the General Trade Good.**

If the cheaper grades of canned corn were retailed to the consumer at a lower price the consumption would be greatly increased. Some of the more progressive and larger retailers are offering this cheap corn to their customers at a reasonable profit and in consequence moving large quantities, but investigation has shown that a large proportion of the retailers are selling corn as a 10-cent article, which left the manufacturer's hands on the 50-cent basis. This does not give the consumer the benefit of the low price and instead of moving stocks leaves corn on the retailers' shelves unsold. This policy of small sales and large profits is most undesirable and most unfair to both con-

sumer and producer, and simply clogs the wheels of commerce and is one of the most potent causes for the high cost of living.

We have recently found corn being retailed as high as 18 cents per can. The average consumer does not know that there is a large surplus of corn, and on account of his ignorance is willing to pay the regular price which he is accustomed to paying from year to year, but this is a fearful imposition on his good nature and on his pocket book, and is one of the crying evils of the times and one of the chief reasons why overproduction becomes such a menace to the industry. We have often found that retailers who bought these cheap

stocks and were trying to make a profit of upwards of 100 per cent. on their sales could not understand why they did not sell more of these goods.

If our retail friends would stop to consider the unfairness of this policy to their customers we believe they could not help but change their methods, and we believe it to be the duty of all interested in the business and interested in fair play to exert their influence in overcoming this trade evil, the extent of which is hard to estimate, and applies not only to this, but to many other lines of business.

We realize that we are speaking frankly, but there are times when it becomes necessary to be frank in order to overcome long established abuses which have been ruling for years and which have not been given careful and serious consideration.

We believe in "living and letting live." We do not believe in the manufacturer being compelled to either hold his goods unsold in warehouse or to sacrifice them in order that those engaged in one of the main avenues of distribution may make abnormal profits and the

consumer pay abnormal prices. If the present holdings of corn were marketed at a fair margin of profit by the retailer we believe the large stocks now held would be much more readily absorbed and the pack cleared for a normal corn pack of 1913.

The packers feel the necessity of curtailment of the product in order that the market may recuperate. We wish that the retailer would feel the necessity of giving his customers the advantage of present low prices and thus do his part in assisting to put the industry on a normal footing, clearing his shelves of present stocks, thereby preparing the way for quicker future distribution.

WILLIAM SILVER.

Aberdeen, Md., March 5, 1913.

Asparagus has now commenced to come forward, both from California and South Carolina. The California stock is much the best, and brings about \$10 for a box of a dozen bunches. The South Carolina grass is poor, but brings 75 cents. The demand for asparagus is poor.

## "Depend on Grocers Only as Last Resort"

**This Advice is Given Public by United States Department of Agriculture in Teaching How to Can Tomatoes and Sell Them in Competition With Grocer and Packer.**

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

March 6, 1913.

The United States Department of Agriculture has just issued another piece of literature the effect of which, if taken literally, would be to injure the interests of the retail grocer, and in this case the canned goods packer. The book is "Canning Tomatoes at Home and in Club Work," and it not only contains a large number of recipes, but complete instructions how to pack tomatoes, and to sell them afterwards. The selling suggestions appear under the heading "Finding a Market," and are interesting:—

### FINDING A MARKET.

After the tomatoes have been canned and the pickle and catchups made, an important part of the work remains, and that is to find a good market for the product. As a result of the pure food agitation of the last few years people are

demanding a better quality of canned goods and are willing to pay a better price for them. Start out with the idea that there is a good market for your product and do not lack confidence in yourself to find it. *Only as a last resort depend upon the grocery stores or commission merchants.* (Italics mine.—HOLT.)

The very best people are most likely to want your products, and these are the ones to see. Many housewives living in the city who leave home for the country during the summer months would gladly give you an order to can enough tomatoes to last them all winter. Dress neatly and go to see all you can, taking with you samples of your products put up in an attractive form. Your goods are worth more than the ordinary canned goods and you do not have to compete with them. You never see "fancy" goods upon a bargain counter; so do not put a cheap price upon your products. Go to see the managers of the best hotels and restaurants in your neighborhood, the stewards of social clubs in the cities and the managers of railroad dining cars. Cater to a good trade, for plenty of people are always on the lookout for the best products. Go to see these or get some friend to recommend you to them. If you

really have something better than ordinary you will have no difficulty in selling it.

No matter what business one goes into it is always best to specialize. This also applies to canning at home. Some excel in catchup making, while others have better success with pickles. A little experience will teach you wherein you may excel; then specialize in that line. A lady in Richmond, Va., has made a National reputation with her "pin-money pickles." She began a few years ago in a very modest way, and now her products are so popular that they can be found nearly everywhere in the United States. A lady in Washington, D. C., has built up quite a business making chowchow. She makes this for the social clubs in the city and gets \$3 a gallon for it. Work up your market as you go along and as far as possible take orders ahead. Do not go into canning too heavily at first. Experiment with a few cans and see how they keep. Canning according to the instruction of this bulletin has been successful many times, and a complete failure on your part will mean that you have neglected some important detail or have not followed directions. Do not be discouraged on account of a few failures. It is through failures that one often gets good experience. The writers of this bulletin do not lose one can out of a hundred. With a little practice you can do as well.

The pamphlet also contains the details of a number of instances in which club girls did a successful business in raising and canning tomatoes. In one case a Mississippi

girl canned tomatoes at a cost of 4 cents a can, and made \$25 profit, though it is not stated what she charged for her product.

HOLT.

## \$500 Damages for Accusing a Man of Selling "No. 2 Hams."

**Pittsburgh (Pa.) Meat Jobber Gets Verdict Against Agent of Chicago Packer on the Above Ground. Court Said Words Were Liable to Injure the Victim in His Trade or Business.**

Special Correspondence of "Grocery World and General Merchant."

Pittsburgh, Pa., March 6, 1913.

The trade here are much interested in the report of a case brought by a wholesale meat dealer here against the local manager of one of the large Chicago packers, which though decided by the Pennsylvania Superior Court some time ago, is just beginning to be noised about the trade.

The plaintiff was Charles Herler, a wholesale meat dealer, and the defendant James F. Pierce. Herler used to buy his meats from Pierce's principal, but for some reason left. After he had left he accused Pierce of talking about him. He particularly accused Pierce of say-



publicly that "Charles Herler and sells No. 2 hams." Herler at once brought suit for order, alleging that the trade understood No. 2 hams to mean hams inferior in quality, unsound, fit to eat, unmarketable and which had to be sold contrary to meat inspection laws." The case was tried and resulted in a verdict of \$500 against Pierce. Application for new trial was refused and the case was appealed to the Superior Court, which upholds the verdict. Herler did not prove that he had suffered actual damage, but the court said he didn't have to prove that; inasmuch as the words used were liable to injure him in his trade or business, the plaintiff didn't have to prove that they actually did injure him; the law assumes that they did, and will make the user of them pay anyway. By this time Pierce has probably paid the \$500 and the incident is closed.

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The Retail Protective Union of Philadelphia is being ousted from its offices in the Lewis Block and is having a hard time in selecting new quarters. The union is forced to move from its headquarters by April 1st, but up to this time no new home has been found. The entire block in which the Lewis Building is located is to be razed to make way for an immense 12-story department store to be erected by the Baer-Kaufmann Co., and all tenants have been notified that work on the destruction of the building will begin April 1st. A committee from the Grocers' Union was named to meet with a committee of the Butchers' organization, as both are to use the same offices. It is here where the hitch comes in, as the committees each have eyes on different locations and have been unable to agree.

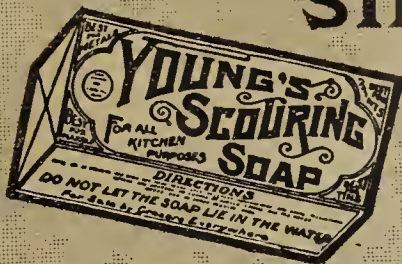
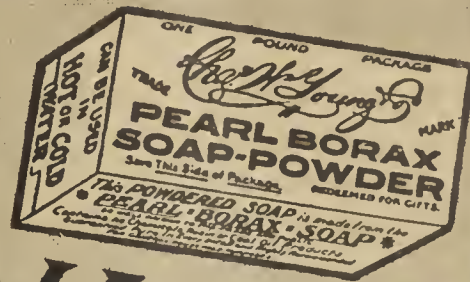
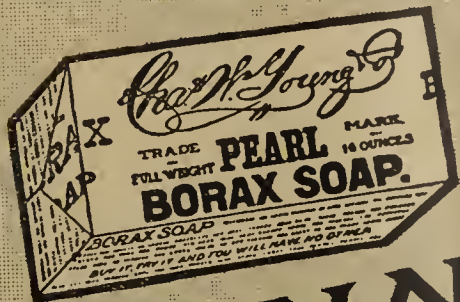
P. I. D. C.

#### Pennsylvania Legislative Notes.

William Stoddart, aged 72, died at his home in Wilkes-Barre, Pa., last Sunday of general debility. He was founder and president of the William Stoddart wholesale grocery company, also a charter member of the Board of Directors of the Anthracite Savings Bank, of the original gas company of this city, later taken over by the Wilkes-Barre Gas and Electric Co., now called the Wilkes-Barre Company.

# FIVE FAMOUS SOAPS

## MADE IN PENNSYLVANIA SINCE 1877



You can sell these soaps to customers who are not buying their soap from you now

Lots of your customers "want premiums" and will buy inferior mail order soaps to get them. Result—you lose their soap trade. Stop this leak of profits by selling them **YOUNG'S SOAPS.**

We give high-grade gifts in exchange for our wrappers, your customers get big moneysworth of soaps that would sell on quality alone, *the sales pass through your hands and pay you good profits.* **Young's Soaps** have been famous for over 35 years. Wherever introduced they keep on selling. There's a **Young Soap** for every purpose, and it's a good soap. Start your customers buying **Young's Soaps**, because it will mean greater satisfaction to them as well as additional profits to you.

## CHAS. W. YOUNG & CO.

Makers of Soaps of Merit

PHILADELPHIA

ESTABLISHED 1877



#### WHAT TO TELL CUSTOMERS

"You will find **YOUNG'S SOAPS, POWDER AND CLEANSER** all satisfactory. They are fine quality and big moneysworth. All the wrappers are redeemable, and by confining your purchases to this celebrated line you soon get enough wrappers to secure a handsome gift."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



# WITH THE EDITOR

When one reads in another column that the Procter & Gamble Co.

**The Procter & Gamble Surprise.** have abandoned limited prices on Ivory soap, he may well conclude

that the very citadel of protected prices has fallen. The Procter & Gamble Co. were the first or very near the first American concern to insist that jobbers should resell their products at a price fixed for them. Certainly it was twenty years ago, if not more, when they began to do this, and for that period at least they have spent time and money holding the jobbers up to the fixed prices, trailing down those who broke them and collecting \$50 penalties from them under threat of being cut off. This plan, which is now abandoned, was indirectly beneficial to the Procter & Gamble Co., but more directly beneficial to the jobber, to whom it assured a profit of a dollar a box.

The reason given by the Procter & Gamble Co. for abandoning limited prices is that their right to continue it is in doubt, and until the doubt is removed they will give the Government the benefit of it. The soap company undoubtedly had this reason in mind, and was actuated by it very largely, but there is also reason to believe that they had reached the conclusion that the plan cost more than it came to.

Certainly a manufacturer's right to sell his own immediate customers upon condition that they resell only at a certain price, has not been put in doubt by any court decision up to the present time. Nobody has ever successfully impeached a seller's right to sell on a condition which will be good and enforceable against his own customers. In fact the Supreme Court has intimated, though not directly decided, that a manufacturer's power to control the price of his product failed *only when he sought to use it as to goods in the hands of a third person*—in other words, in the hands of a customer of his customer. The writer, with some knowledge of the decisions, believes that the Procter & Gamble Co. would never have been disturbed in their practice of fixing the jobbing price, but perhaps they are wise

in stopping it before the Government takes a contrary position.

A most interesting and pregnant article by William Silver, the well known Aberdeen, Md., canned goods operator, appears in another column.

**Retail Profits on Canned Corn and What They Mean.**

Mr. Silver discusses the present large surplus of canned corn and contends that its consumption is being curtailed by the unduly high retail price. He says he has known retailers to sell corn at 18 cents a can, which is \$2.16 per dozen. Other retailers to his knowledge have sought to double their money on cheap grades.

Of course 18 cents a can and 100 per cent. profit are excessive; that can be admitted at the start. That is, they are excessive if they are simply to be considered as the price a grocer should charge, and the profit he should make, on corn alone. When the fact is considered, however, that the 100 per cent. apparent profit on corn included the percentage which should have been made, but was not, on sugar, flour, soap and what not, it takes on another color. Somewhere and somehow the grocer must get enough aggregate profit out of his business to provide his living. If sugar won't pay its share, then something else must pay it.

Now why won't sugar, flour, soap and several other things pay their share of a grocer's living? Because years ago a chain store, or a cutter, made a leader of them by cutting prices to cost, and they have never got back to where they were before. Consumers, of whom Mr. Silver is one, have always created a scene when any effort was made to put them back. In a word, the profit which a grocer must make is not to-day evenly divided among all the articles of his stock, because custom—which mainly means the demands of consumers—requires him to sell some things at cost. Consumers certainly can't complain because he sells two things at cost and one thing at 100 per cent. advance; it is largely their own doing. The producers of the article which has to bear the 100 per cent. may complain at hav-

ing to bear their load and somebody else's too, but if it wasn't them it would have to be somebody else.

Here is an expression from "Printers' Ink" which the "Grocery World and General Merchant" does not feel like letting pass in silence:—

**"Printers' Ink" is Wrong.**

The "Grocery World and General Merchant" fusses with "Collier's" about the Westfield list, taking the ground that the list conveys a false impression in that some acknowledged pure foods are not included in the list. But the "Grocery World and General Merchant" carries a Fels soap advertisement in which the advertiser asserts that Fels soap is the only naphtha soap. The editor of this trade journal was asked by the Schoolmaster if he didn't think that the publication of such an advertisement gave his readers a false impression, when Procter & Gamble are featuring a naphtha soap. The editor replies that the matter is one between manufacturers, that Fels & Co. may mean to deny that the P. & G. article is a real naphtha, and that the advertiser has a perfect right to do that if he does it over his own signature. The distinction seems to be one without a difference. The advertising of the Westfield list is also a matter between manufacturers, and at the most the only wrong impression is an inference. In the Fels advertisement a direct statement is made. It usually makes a little difference when your own ox is gored. One of the National magazines recently required an advertiser to change "will regret buying a piano without an inside player" to "may regret," on the ground that the stronger statement was unfair to certain other advertisers.

This is a weak and peculiar argument. The manner in which the Collier-Westfield list of pure foods is being issued is not in the least a "matter between manufacturers." As a matter of fact, manufacturers have little or nothing to do with it. "Collier's Weekly," as an advertising device *almost* pure and simple, have induced the Westfield, Mass., Board of Health, which made a specialty of food analyses, to give its name to what people are bound to accept, if they accept it at all, as a directory of pure foods, and a directory doesn't mean some, but all. To be sure, the book itself—in small type—says it doesn't pretend to be a full list, but notwithstanding this, it will pass as such if it has any effect whatever.

We say again, it is unfair to issue a partial list of anything in a way which people are sure to take as a full list, to the prejudice of those not included in it.

In what way does this parallel the fact that Fels & Co., soap manufacturers, are saying in advertising space in this paper that they make "the only naphtha soap"? The "Grocery World and General Merchant" doesn't know whether they make the only naphtha soap or not, but Fels & Co. ought to know, and since they make the statement on their own responsibility and sign their name to it, we don't consider that we have anything to do with it. "Printers' Ink" should remember that the statement could be true; in other words, the fact that several other manufacturers are claiming to make a naphtha soap doesn't make it true—there may be a chemical question involved and doubtless is. The statement is totally different from such a statement as "this is the only strictly honest house in the business," which would be obviously exaggerated and false and which no careful publication would print.

Trouble and bother are in store for the canned goods packers if the New York State Weights and Measures Department enforces

certain regulations regarding the weight of canned goods. These the department has had printed and sent out in advance, in order to get the opinion of the trade upon them; if adopted they do not become operative until next year:—

(15) Canned Goods. Canned goods must be marked in one of the following ways:—

(a) Weight of the total contents, fruit or vegetable plus syrup or brine, in terms of pounds or ounces.

(b) Weight of the fruit or vegetable and the weight of the immersing fluid separately, both being expressed in the same terms, and one immediately under the other.

(c) Total contents in terms of gallons, quarts, pints, one-half pints, gills or fluid ounces.

In each case letters shall be bold-faced type letters at least one-ninth inch in height for cans where the weight of contents be in quarter-pound, half-pound, pound or multiples of the half-pound, or where the contents are in terms of gal-



ns, quarts, pints, half-pints or  
lls—otherwise the letters shall be  
old-faced type at least three-six-  
tenths of an inch in height. The  
verage of twelve cans shall not  
ary more than 3 per centum from  
e amount stated on the can.  
If the marking is stamped in an  
covered part of the tin, the let-  
ers must be at least three-eighths  
an inch in height.

Regulation "b" is of course  
olly impracticable. No packer,  
er his cans are sealed, can say  
at part of the contents is fluid  
what part is solid. Regulation  
might be complied with, but  
ess some variations are allowed,  
will be a constant and very fruit-  
cause of trouble. So will  
regulation "c" for the same rea-

Why isn't a regulation sufficient  
ich requires a can to be full, and  
its the percentage of water, like  
recent Federal ruling? Con-  
ners do not buy canned goods  
pecting to get 3 pounds or 2  
ands, so what possible reason is  
re for giving them notice of the  
act weight?

Michigan is the only section ship-  
g rhubarb yet, and the price is  
ner—75 cents per bunch. The  
mand is very fair.

## Procter & Gamble Co. Abandon Limited Prices—They Were Pioneers in Fixed Price Plan

**Say They Want to Keep Free from Government Lawsuits and  
Withdraw Control. All Jobbers Now Free to Sell Ivory Soap  
at Their Own Price, Subject to Being Cut Off if They Cut.**

The Procter & Gamble Co., man-  
ufacturers of Ivory and other  
soaps, and pioneers in the practice  
of holding limited prices, have now  
finally withdrawn them and from  
now on any jobber who wishes to  
will be as free to cut Ivory soap  
as he is to cut prunes. Subject,  
however, to the chance of being  
cut off if he does.

As stated, the Procter & Gamble  
Co. were among the first concerns  
in the United States to adopt the  
plan of compelling their customers  
to resell their goods at a certain  
figure. They sold and still sell  
Ivory soap to the jobbers at \$4 per  
box for the small size and \$7 for  
the large, and the jobber was com-  
pelled to resell to retailers at \$5  
and \$8. This gave the wholesaler  
a handsome profit.

Keeping the fixed prices was en-  
forced by a penalty of \$50, which  
was imposed by the Procter &  
Gamble Co. upon any jobber who  
sold below the list, and several job-  
bers have paid the \$50 since the  
plan went into effect, rather than be  
cut off. As a result, the price of  
Ivory soap has probably been more  
closely kept than by far the great  
majority of limited price articles,  
although it has been well known  
that it has been cut to some extent.  
No effort has ever been made to  
maintain the retail price.

Last Monday the Procter &  
Gamble Co. sent the following  
notice to the jobbing trade:—

The right of a manufacturer to  
protect his brand by endeavoring to  
regulate the prices at which his  
product may be sold by jobbers is  
at present in doubt, and we hereby

notify you that pending the final  
decision of the question, the respon-  
sibility for the securing of reason-  
able profits to compensate you for  
the handling of our brands will rest  
with you.

The last issues of our price list,  
now in your hands, are still in ef-  
fect. They will be used as a basis  
for figuring the cost of our prod-  
ucts to you, and these costs will be  
the same as heretofore until you  
are notified to the contrary.

While the gist of this notice is  
that the Procter & Gamble Co. will  
no longer attempt to compel job-  
bers to sell Ivory soap at \$5 and \$8,  
there is much reason to believe that  
the jobbers who act on their new  
freedom will not get away with it.  
In other words, it is expected that  
jobbers who cut the price will be  
cut off just as quickly as before, so  
that the same result will be attained  
without exercising any visible price  
control.

### Send For This; It's Free.

Send to-day to the California Raisin  
Day Committee, Fresno, Cal., for the  
details of a plan by which you can  
make good, hard money out of Raisin  
Day, April 30th. The raisin interests  
have devised a splendid plan of adver-  
tising, window displays, stickers, window  
cards, posters, etc., which are all free  
for the asking, together with the plan  
itself. It costs you nothing to send,  
and you may be able to make a lot of  
money out of it.—Adv.

## No "Guesswork" about "Dandelion Brand"

You know mighty well what it means to get "stocked up" with a  
"guesswork" brand.

That's what ruins profits so often.

There's no guesswork about "Dandelion Brand" Butter Color.

# Dandelion Brand

THE BRAND WITH



# Butter Color

THE GOLDEN SHADE

We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIRE-  
MENTS OF ALL FOOD LAWS,--STATE AND NATIONAL.

**WELLS & RICHARDSON CO., - BURLINGTON, VERMONT**  
Manufacturers of Dandelion Brand Butter Color



## The New York Letter

**Austin, Nichols & Co. Absorb Clark, Chapin & Bushnell.  
Brooklyn Grocers' Food Show Opens. Various Trade  
Items and Market Summary.**

Special Correspondence of "Grocery World  
and General Merchant."

New York, March 6, 1913.

An authorized announcement is made that Austin, Nichols & Co. have bought the business of Clark, Chapin & Bushnell. This is the first definite step in the movement to form a combination of big grocery jobbing interests in this city.

The announcement was made by Lewis E. Pierson, the president of Austin, Nichols & Co. He says that Ericsson F. Bushnell will become an officer and director of Austin, Nichols & Co., Inc., and into this organization will also enter the other members of the firm of Clark, Chapin & Bushnell, with their salesmen and employees.

It is understood that Clark, Chapin & Bushnell will retain their organization and brands under the present style for at least a year or so.

It will be recalled that when Mr. Pierson, who had been in the banking business with which he is still connected, entered the corporation of Austin, Nichols & Co., last year, it was predicted that he would be largely instrumental in bringing about the consolidation of jobbing houses about which there had long been talk. All of the firms that have been mentioned as likely to enter the combination have denied that they were at all likely to join the proposed consolidation and they have denied that any negotiations affecting them were in progress. The fact that one of the other jobbing houses has now joined forces with Austin, Nichols & Co. will lead many people to believe that the giant combination of interests is sure to come in time. The houses mentioned from time to time are likely to deny reports until negotiations are completed, and so the actual extent of the consolidation that seems to be coming will not be known for the present.

The houses not affected by the present announcement do not express any anxiety as to the prospect of competing with a combination which is expected to obtain a number of advantages in shipping, warehouse and distributing facilities.

Austin, Nichols & Co. have obtained land and dock rights in the Greenpoint section of Brooklyn, on the East River. It is said that work has already been begun on warehouse buildings and dock improvements. The docks will have shipping connections with all railroad and steamship lines entering New York, according to the plans that have been reported. The plans include special lighterage service. The low rental of warehouse facilities and land in Brooklyn, as compared with Manhattan rentals, and the advantage of having the warehouses directly at the docks are among the promising features of the enterprise.

In some quarters it is said that the combination is not at all likely ever to get control of some of the large jobbing houses that have been mentioned in connection with the enterprise. Still, there are those who say that it is likely that the combination will get enough additions, including perhaps some of the smaller houses, to give the enterprise great significance.

One of the latest reports is that the combination is likely to include a number of jobbing houses in New England and up State in New York, and possibly in other States.

It is claimed that the combination, after it gets in working order, will do much toward solving the problem of the economical distribution of food products which has been the subject of endless controversy in connection with the high cost of living in New York and Brooklyn.

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Brooklyn's food show opened Monday with an immense crowd at the Thirteenth Regiment Armory. The show is under the auspices of the Retail Grocers' Association of Brooklyn and is managed by Charles H. Green, promoter, with the assistance of committees made up of many of the active members of the association.

There are close to 100 exhibits by food manufacturers and others, including a number of local concerns in various lines of trade, nearly all of which, however, have something to do with groceries.

The city's Bureau of Weights and Measures has an exhibit where a deputy commissioner explains about true and false weights and demonstrates the tricks of short-weight dealers.

The Edison exhibit has the latest devices for cooking food by electricity, besides various other novelties, including the new machine which produces moving pictures and talks at the same time.

All of the exhibits attract much attention and are admired. There is the usual demonstrations and distribution of samples. The amusements are diverse, including concerts by the regiment band, voting contests for the prettiest girl in attendance, the most popular school teacher and the most popular retail grocer.

Leo Winckelmann, the chairman of the show committee, gave some views on the developments in the grocery business, as indicated by this exhibit, with comments on the agitation over higher living costs, to the Brooklyn papers which are devoting much space to the exhibit and thus helping to make it the greatest yet held in Brooklyn.

What Mr. Winckelmann said to the reporters will be of interest to grocers elsewhere. He said:—

The change in business methods and requirements have become so extensive within recent years that there may be in the change a partial solution, at least, of the problem of the advanced cost of living. For example, the method of selling goods in bulk that obtained in former years has now almost entirely passed out of vogue, and instead we have the package and carton, which permit of perfect cleanliness and sanitation.

Bottled goods, that were formerly dispensed by measure, are now to be seen prettily arranged about shelves, neatly packed and with flavor preserved. While such sanitary methods greatly contribute to safeguarding the general health of the public, they must necessarily involve the additional expense to the manufacturer and packer, and naturally the prices may be a trifle higher.

The days when dust and dirt were possible in a grocery or other store are about over, and the up-to-date merchant must have receptacles as germ proof as possible. Not alone in sanitation, but also in matters relating to the ingredients that go to make up various products, consumers are showing a growing interest, and the retailer finds it to his advantage to become thoroughly familiar with food laws and regulations. This is one of the reasons why the matter of food shows is being taken up with such general interest throughout the country. To the retailer such exhibits are practically indispensable. It affords him an opportunity to inspect and carefully test the various products, and thus to insure himself and his customers future losses from spurious imitations. When it is realized that within the past few

years thousands of new food products have made their way upon the market, it will be seen that the necessity for such careful discrimination is urgent.

The increase in food production, and in competition among the manufacturers, has its beneficial side, and that prices of many of the commodities are not higher to-day is due to the fact that a keen rivalry exists between the various producers, which has a material influence in keeping prices at a low ebb.

### SUMMARIZED MARKET CONDITIONS.

Sentiment in the spot coffee trade has improved since the sharp decline in options. If the options now remain steady it is likely that roasters will soon show enough confidence in the market to enter for requirements. A better inquiry from the country seems to be starting. Santos 4s are offered here at 14 to 14.25 cents with sales of small lots at the inside figure. Rio 7s are sold at 12 to 12.15.

Refined sugar has been active in the last week. The distributors apparently reached the conclusion that sugar is cheap at present prices and are buying for the spring demand which is expected to start soon. The heavy business was on the basis of 4.30 cents for fine granulated. It was stimulated to some extent by the announcement that the American interests will soon put their quotations on a firm basis of 4.35 cents.

The tea market continues of a routine character with the demand covering the entire list. There is some tendency to await developments at Washington. It is suggested that the new administration may bring about more uniform methods of inspection and thus eliminate one of the chief causes of complaint in the last year. The question as to the right of the collector of the port to seize and destroy 2,200 packages of rejected teas is to be brought into court Friday of this week. The teas were shipped to a local importer.

The demand for spices is quiet and prices are merely steady for the general list.

Cheap corn is now selling in considerable quantities. There is a ready market for all lots of fair quality that can be sold at 50 cents delivered in New York. This corn is promptly put on the retail market and sold to the consumers at 10 cents a can, the low price stimulating consumption. The preference is for Southern Maine style corn. Fancy grades of corn are firmly



at higher prices. There is no  
ity in future corn, as the pack-  
eem to have booked all the or-  
they feel safe in taking at this  
Spot tomatoes are now firm  
he basis of 80 cents for No. 3  
ylands, f. o. b. Baltimore. In  
res, the local distributors are  
placing any new business, but  
ers say that there is an active  
and from some other sections  
ne country. Spot peas are go-  
into consumption slowly and  
are on small orders. The bulk  
ne business in future peas has  
booked, it is said. Opening  
es on the new pack of Belgian  
are a little higher than those  
last year. Beans are quiet.  
es of asparagus seem to favor  
buyers.

ome improvement is reported in  
demand for spot California  
prunes, but the demand is al-  
t entirely for the larger sizes.  
buying is said to be for im-  
miate wants and there appears to  
n absence of speculative activ-  
The market on 40s is firm at  
cents, out of store New York,  
it is said that the holders pre-  
to sell in small lots in this size  
order to try to push out some of  
smaller sizes. A little more at-  
tion is accordingly being given  
os and even 60s. The general  
station on 50s is close to 7 cents,  
some sales are being made at  
cents. There are sales of 60s in  
all lots at 5¼ cents. Peaches  
selling in a small jobbing way  
regular prices. The jobbing de-  
and for apricots shows some  
ht improvement. California  
ins are dull, as distributors seem  
l supplied. Currants are steady  
n a small demand. A fair out-  
for dates is reported. Figs are  
et and easy.

Flour is moving slowly and the  
le is in a waiting attitude, which  
probably continue until some of  
big stocks in hand go into con-  
sumption through the retail chan-  
s. Quotations on spring wheat  
ents in wood range from \$5.85  
\$6.35.

Top grades of butter are slightly  
ier. The tendency of receipts to  
umulate causes the receivers to  
dify their views as to values,  
hough there is reluctance to  
ke much in the way of price con-  
sions. The extras are selling at  
½ to 37 cents. There is a good  
arket for all fresh creamery to  
had at 35 to 36 cents. There  
e lower grades of fresh creamery



It will pay you to push the sale of PRIZE BUTTER because you can depend on it to please your customers and bring them back; the trade you win on PRIZE BUTTER will be STEADY trade, because SATISFIED.

PRIZE BUTTER is just as pure as it can be made. We know how to make butter that will SELL and we're going to make PRIZE BUTTER the biggest selling butter in the State of Pennsylvania. Do all you can to secure the trade on PRIZE BUTTER from the start, because it's going to be *big trade*. We pack PRIZE BUTTER in carton, tub or print, and salt it or color it to suit your trade. Tell your clerks about PRIZE BUTTER and get them all interested in helping you to get the big butter business of your town.

## P. F. BROWN & CO.

39, 41 and 43 South Front Street

PHILADELPHIA



### WHAT TO TELL CUSTOMERS

"Madame, I want you to try PRIZE BUTTER, a pure, rich, wholesome butter made under ideal conditions from the finest milk in Pennsylvania. All who've tried it are well pleased and I know you'll be."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



PUSH YOUR OWN BRAND OF

## Peanut Butter

We will pack the best quality under your OWN PRIVATE LABEL in vacuumized glass drinking tumblers; also Mason jars, cans or pails.

**Upham, Miller Co.**

NEW YORK

Manufacturers, Importers and Packers of Food Products of the Finest and Most Exclusive Grocers in America.



Your customers will like  
**MAPLEINE**

Recommend it to them with a money-back guarantee for a "Flavour" that is dainty and different—

Or to make table syrup by adding to white sugar and water.

Order from your jobber or  
**Frank A. Smith & Co.**  
105 S. Front St.,  
Philadelphia, Pa.

**Crescent Mfg. Co.**  
Seattle, Wash.

## PATENTS

and Trade-marks procured promptly and properly in all countries.

**Davis & Davis, Washington, D. C.**



## How to be Sure of Good Ham

Just see that it is **SWIFT'S PREMIUM HAM**. That is all you need to watch. We guarantee every ham that bears **SWIFT'S PREMIUM** brand.

That is mighty important to you, **BECAUSE** if a woman gets a good ham from you one time, and a poor one next time, she thinks you don't know your business, or you don't care whether you please her or not.

We get good hogs, selecting them carefully, cure our hams, so as to make them uniformly satisfactory, and then advertise them to make people's mouths water for them. You can be sure a **PREMIUM HAM** is tender, delicious and appetizing.

**Swift & Company, U. S. A.**

to be had at prices ranging down to 32½ cents for seconds and 30 cents for thirds. Storage creamery ranges from 31 to 35 cents, for grades above the thirds. Process butter ranges from 20 cents for thirds up to 26½ to 27 cents for extras.

Eggs are fairly steady, but in view of the probability of larger receipts in the near future receivers are trying to keep the supplies cleaned up closely. The arrivals of nearby eggs increased so much that prices have declined, and the market on these eggs is weak and irregular. It takes the finest large white lots of nearby eggs to bring as much as 28 cents and most of the arrivals are sold nearer to 26 cents. The nearby and Pennsylvania browns and mixed colors range from 21 to 25 cents. The best grades of Western eggs are sold at 20 to 23 cents.

FRED. A. MCGILL.

## HONEST ADVERTISING BILL PASSES BOTH HOUSES FINALLY AND NOW GOES TO GOVERNOR

(Continued from page 6.)

place by a placard with the words, "wholesome cold storage food," printed thereon, such placard to be placed in a conspicuous position in full view of the purchaser, and the said words, "wholesome cold storage food," on such placard shall be printed in plain, uncondensed Gothic letters, not less than one-half inch in length, and in addition to all such food shall be marked with the date when it is placed in any such cold storage warehouse and with the date when it is withdrawn from such cold storage warehouse.

There shall also be displayed upon every open container containing such food in the same manner in a conspicuous position, a placard with the words, "wholesome cold storage food," printed thereon in the same form as above described in this section, and when such food is sold from such container, or otherwise at retail, before being delivered to the purchaser it shall be wrapped in wrappers plainly stamped on the outside thereof with the words, "wholesome cold storage food," printed or stamped thereon in letters one-fourth inch square, and such wrapper shall also contain the date of first placing such food in cold storage, and the said words, "wholesome cold storage food," and the date of first placing such food in cold storage so stamped or printed on said wrapper shall not be in any manner concealed, but shall be in plain view of the purchaser at the time of the purchase.

Sec. 16. No person, firm or corporation shall sell, offer or expose for sale, any of the herein-named foods which shall have been held for a longer period of time than herein specified in a cold storage warehouse or warehouses, to wit: Whole carcasses of beef, or any parts thereof, four months. Whole carcasses of pork, or any parts thereof, six months. Whole carcasses of sheep, or any parts there-

of, six months. Whole carcasses of lamb, or any parts thereof, six months. Whole carcasses of veal, or any parts thereof, three months. Dressed fowl, drawn, five months. Dressed fowl, undrawn, six months. Eggs, eight months. Butter, eight months, and fish, nine months.

Sec. 17. After food has been withdrawn from a cold storage warehouse for the purpose of placing it on the market for sale, it shall be unlawful for any person, firm or corporation to return such food or any portion thereof to such warehouse or any other similar warehouse. Subject to such regulations as shall be prescribed by the Dairy and Food Commissioner, food may be transferred from one cold storage warehouse to another; provided, that the total length of time such food shall remain in cold storage for the purpose of sale shall not exceed the time specified in Section 16 of this act.

Sec. 18. No food shall be sold or offered or exposed for sale in this State which shall have been placed or stored in any cold storage warehouse outside of this State, unless it first shall have been marked as provided for in Section 15 of this act. Provided, however, that no such food shall be sold or offered or exposed for sale in this State if the total length of time that such food has remained in cold storage shall exceed that specified in Section 16 of this act.

Sec. 19. It shall be unlawful for any person, firm or corporation to mark, or cause to be marked, any container of food with a mark or marks other than those required by this act to be marked on such food or container. It shall be unlawful for any person, firm or corporation to change, or cause to be changed, any mark or marks on any food or container after such mark or marks have been placed thereon.

Sec. 20. Nothing in this act shall be construed to prohibit the shipping, consigning or transporting of fresh food in properly refrigerated cars within this State to points of destination, nor when received to prohibit the same being held in a cooling room for a period of forty-eight hours; and provided further, that nothing in this act shall be construed to prohibit the keeping of fresh food in ice boxes or refrigerators in retail stores while the same is offered or exposed for sale.

Sec. 21. It shall be the duty of the Department of Agriculture, through its Dairy and Food Commissioner, to enforce all of the provisions of this act, and to make all rules and regulations not otherwise herein provided necessary for the enforcement of the same, but any citizen of the Commonwealth having knowledge or information of the violation of any of the provisions of this act may, in the name of the Commonwealth, begin a suit for penalty or prosecution for misdemeanor in accordance with the provisions of this act, and may prosecute to final judgment any such suit or prosecution, giving notice in writing, however, to the Dairy and Food Commissioner of the commencement of such suit or prosecution immediately upon the commencement of the same, stating the nature of the proceeding and the magistrate before whom commenced, and shall in like manner report to the Dairy and Food Commissioner, each successive step taken in such suit or prosecution, and such citizen shall, upon complying with the provisions of this section, be entitled to receive one-half of any penalty or fine which may be recovered in such proceed-

ing and paid to the Dairy and Food Commissioner, and immediately upon the receipt and converting into the treasury of any such penalty or fine recovered and paid in any proceeding commenced by a citizen as aforesaid, the Dairy and Food Commissioner shall pay the one-half thereof to the said citizen so commencing the said proceedings and complying with the provisions of this section. Such citizen shall also be entitled to recover from the defendant his witness fees and other legal costs, as fixed by law in said proceeding.

Sec. 22. That all fines and penalties imposed and recovered for the violation of any of the provisions of this act shall be paid to the Dairy and Food Commissioner or his agent, and when so collected and paid, shall thereafter be by the Dairy and Food Commissioner paid into the State Treasury for the use of the Commonwealth, in accordance with the provisions of this act.

Sec. 23. Any person, firm or corporation that shall violate any of the provisions of this act shall be guilty of a misdemeanor, and upon conviction thereof shall be sentenced for the first offense to pay a fine of not exceeding \$500, and for the second and each subsequent offense, such person, firm or corporation shall be sentenced to pay a fine of not less than \$500, nor more than \$1,000, and in addition thereto such person, or the members of such firm, or the officers of such corporation, as the case may be, with guilty knowledge of the fact, shall be sentenced to undergo imprisonment in the jail of the proper county for a period of not less than thirty nor more than ninety days.

Sec. 24. All acts and parts of acts inconsistent with the provisions of this act are repealed.

Sec. 25. This law shall take effect ninety days after its final passage.

\*\*\*

The Senate Committee on Health and Sanitation has reported with a favorable recommendation the bill regulating the manufacture and sale of distilled and fermented vinegar.

\*\*\*

House Bill No. 512, making it a misdemeanor to make or use a false statement or statement in writing for the purpose of obtaining property, money, credit or the extension of credit, and providing penalties for violation thereof, has come up in the House and been approved on first reading.

\*\*\*

A bill affecting the sealing of weights and measures was introduced in the House on Thursday by Mr. Geary, of Allegheny County. The bill was presented under the auspices of the Pennsylvania Association of Sealers. The measure changes the name of the State Sealer to Commissioner of Weights and Measures, and raises his salary from \$2,500 annually to \$4,000. His term is made four years. The bill requires the County Commissioners of every county in the State and the Mayor or Council of every



city to appoint a sealer or sealers. The minimum salary for the sealers is made \$1,000 a year, and all necessary expenses. The sealers are given the power of police and are permitted to arrest violators of the weights and measures law. All the scales and measures to be sold in the State must be approved by the State Commissioner. The poundage for more than 90 commodities, such as potatoes, wheat, etc., is fixed by the bill. At the present time the State law fixes the poundage on only 11. A uniform berry box has been fixed in this bill, and all berries must be sold in containers which conform to the measure.

R. C.

#### AMONG THE TRADE.

The retail grocery firm of Thompson Bros & Co., Oak Lane, held a meeting of their creditors last Wednesday afternoon. There are said to be about \$22,000 assets, some of which, however, are not quick assets, and \$17,000 liabilities. The store is still running and a committee of creditors will endeavor to devise some plan by which it can continue to run.

In the case brought by a Philadelphia dressmaker against J. Joseph Katz, a Germantown grocer, for damages due to the explosion of a can of "Dove" molasses sold her by Mr. Katz, the Pennsylvania Superior Court handed down a decision on Thursday that Mr. Katz was not liable. The jury in the lower court gave the woman \$75, but this was later set aside, still by the lower court, and the Appeal Court now affirms the latter decision. More about this case will appear in the next issue.

**"Canned Foods Week" and "Raisin Day" to be Preceded by "Salmon Day."**

The latest addition to the list of special commercial days, to be known as "salmon day," will be observed Friday, March 14th. There have been other days, like apple day, raisin day and others, but it has remained for the salmon canners of the Pacific Coast to institute this innovation. On the day specified all the dining cars on the various railroads throughout the country will serve special menus in which salmon will play a conspicuous part. Some of the large hotels, principally in the West, have signified their intention of doing the same thing.

# This is the FRANKLIN CARTON



that makes it possible for you to make a profit on sugar instead of selling it at a loss, because it saves the labor and time of putting sugar in bags, saves you the cost of bags and twine, saves you from losing by overweight.

You can buy all fast selling grades of sugar in FRANKLIN CARTONS.

FRANKLIN CARTON SUGAR is packed in CONTAINERS of 24, 48, 60 and 120 lbs. capacity, according to the grade.

Ask your jobber for further information.

**The Franklin Sugar Refining Company**

PHILADELPHIA

*"Your customers know that FRANKLIN CARTON SUGAR is CLEAN sugar"*



#### WHAT TO TELL CUSTOMERS

"This is the famous FRANKLIN CARTON SUGAR. The carton keeps the sugar clean and dry and won't burst in your basket or closet, like a bag. Notice the quality and purity as well as the convenient CARTON. I know you'll like it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants





### CXC VII.—As to Manufacturers' Helplessness Against Price Cutters.

Here arises again a familiar but always interesting subject. It comes to me through a Chicago paper:—

The following letter was received from one of our subscribers:—

"The cases involved about fixing selling price of commodities are these:—

"A grocer in this town sells Missoula flour within 5 and 10 cents of the wholesale price set by the home flour mill. The mill people say that they cannot refuse to sell him unless he maintains the general selling retail price. They say that the retailer can compel them to sell him irrespective of how he retails the flour. Both flour mill people and merchants involved are Montana houses and all business in this case is business within the State.

"The other case is that of the coffee house of Hills Bros., of San Francisco, who sell to Mr. Burkhardt, of Missoula. He sells their coffee at an advance of 1 cent to 1½ cents a pound. Other dealers using that coffee do not propose to stand for such extreme price cutting. It is of course our privilege to cease buying of them. Can Mr. Burkhardt compel Hills Bros. to sell him coffees?

"The point we wish settled is whether a mercantile house can refuse to sell to a customer who proffers the cash according to their own pleasure, with or without stating any reason?

"It is our belief that a firm in private business, that is, not a public service company, can sell or refuse to sell any one without or with any valid reason. We say that it is our privilege to choose our customers, and to refuse to sell to any one at our pleasure. Is this correct?"

Several years ago, in writing upon this subject, I expressed the opinion that manufacturers wishing to hold both the trade of cutters and the trade of non-cutters, though professing to be anxious to cut the cutters off, deliberately used the argument "we would like to stop selling them, but we can't," in order to serve their own selfish purposes.

Any private trader can be absolutely arbitrary in the choice of his customers, selling the dealer on one corner and refusing to sell the dealer on the other, even though the latter were willing to pay a

higher price. So far as selling or not selling is concerned, he is the absolute master of his own business, and neither law nor court has ever attempted to interfere with him.

Public service corporations are in a vastly different position. No railroad, no telegraph or telephone company, no gas or electric company, no theatre and no licensed hotel, can refuse to accommodate anybody who proposes to patronize it, provided its reasonable rules and regulations are complied with. The reason for that is that these and all other public service companies are granted valuable privileges by the State, either licenses, or franchises, or the right of eminent domain, and in return for those they are expected and required to serve the whole public. The private trader not only gets no special privileges from the State, but he is taxed to the limit beside, and he is therefore left free to choose his own customers.

It follows that the Missoula flour people can cut the cut grocer off the instant they want to, and if he goes into court to compel them to sell to him, he will be laughed out in five minutes. This is not only so in Montana, but it is so everywhere else in the civilized world.

Hills Bros., of San Francisco, Cal., are in the same position. They can cut Mr. Burkhardt off instantly, with or without a reason, and without regard to whether he proffers the cash or not.

It is also true that both manufacturers may legally sell to other dealers on the express condition that they shall not sell the Missoula cutters, and if that condition is violated, the manufacturers can also cut the offenders off.

Let me carry the discussion of these cases a step further. In such a case a cutter, refused goods by the manufacturer, will often get the

goods somewhere else and cut the life out of them. Very often the manufacturer pleads helplessness, saying that he exhausted all his remedies when he cut the cutter off, and that as he does not know where the cutter is now getting his supplies, he can do no more.

I have had for years a theory as to how a manufacturer could stop such cutting, which has never, so far as I know, been tested in court, but which I am hopeful will be tested at no distant day.

My plan would be tried in cases of which these two in Missoula are pretty fair types, except that I would not try it until the manufacturer had cut off the cutter, who had then gotten the goods elsewhere and for revenge or for some other reason, was cutting the price. Suppose the Missoula grocer persisted in selling this brand of flour at a price with which no other grocer could compete and make a profit. In consequence, the other grocers would throw the brand out, and the manufacturer's ordinary channels of distribution would be choked, with resultant loss.

I believe and always have believed that a manufacturer in that position could obtain an injunction against a cutter, provided the latter was not merely realizing upon his ability to buy cheaper and therefore to sell cheaper, but was depressing the price from a wanton and illegitimate motive. It seems to be that no cutter has a right to so injure another man's business, and I believe the courts would so hold.

(Copyright, March, 1913, by Elton J. Buckley.)

Question: W. S. G., Brooklyn, N. Y.—I would like a little information as a subscriber. I have a store and the landlady is always threatening if rent is not paid in advance on or before the 3d of the month that she will dispossess me.

Can they do so in this State to any storekeeper? Don't object paying my rent, but hate like h— to be forced to pay on any certain day. Some ten years ago I had occasion to push a tenant in my Halsey street house. I took them to court and the judge decided that I could not ask or collect for anything (rent) that was not due and that a month's rent was not due until the last day of the month. Now here is no lease, only pay from month to month, and she always fighting to be paid on or before the 3d.

What do you think? What action should or could she take? Could she raise my rent during the year, say, from May to May?

Answer.—What your landlady can do depends on the contract between you. You say there is no lease, but the law will imply a verbal lease from month to month. If there was no arrangement to pay in advance, and you have never done that, she cannot compel you to, but if you refuse to do it she can of course order you out by giving one month's notice. Since the lease is only a monthly one, she can do that any time she likes, with or without a reason. My advice is to get at least one year's lease, and to get it in writing. While present conditions exist, she can raise your rent at any time, merely by giving one month's notice, and as I have explained, she can also oust you.

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

### Burroughs Adding Machine Co. Sued as Trust and Immediately Capitulates.

A civil anti-trust suit filed in Detroit, Mich., last week by order of Attorney-General Wickersham, charging the Burroughs Adding Machine Co. with monopolizing interstate and foreign trade in adding machines and appliances, was followed immediately by the entry of an agreed decree terminating alleged unfair practices to stifle



competition. The \$5,500,000 company was ordered to instruct its agents in writing to desist from interfering with competitors, and is forbidden to acquire a controlling interest in any competing concern without the consent of the court. Following were named as defendants: The Burroughs-Adding Machine Co., of Michigan; the Burroughs Adding Machine Co., of Missouri; Joseph Boyer, Benjamin Chapman, Claiborne W. Gooch, Ivan Macauley, Emil P. Wenger, Andrew J. Lauver, Frank H. Dodge, Albert S. Herrman, E. St. Elmo Lewis, James C. Walker, Alfred J. Doughty and Charles Macklin, all of Detroit; Edward Hector and Joseph F. Gillen, of Chicago; Henry Wood, Gustavus L. Buder and Marcus A. Stith, of St. Louis; Walter B. Manny, Archmont, N. Y.; Frank S. Wheeler, New York City; Louis A. Hennick, Boston; P. K. Russell, Minneapolis; A. W. Saxe, Pittsburgh, and Fred. T. Miller, Oklahoma City. The company was accused of acquiring and suppressing the Universal and Pike Adding Machine Companies and of attempting to acquire and suppress the Addegraph Manufacturing and Adder Machine Companies.

### ASSOCIATION NEWS

#### Wholesale Grocers' Association of Pennsylvania, New Jersey and Delaware.

Following is the official programme of the seventh annual convention of the Wholesale Grocers' Association of Pennsylvania, New Jersey and Delaware, which will be held at the Hotel Du Pont in Wilmington, Del., next Wednesday and Thursday, March 12th and 13th:—

#### OPEN SESSION, WEDNESDAY, MARCH 12TH, 2.00 P. M.

Convention called to order by the president.

Invocation, Rev. Thomas P. Hal-loway, D. D.

Address of Welcome, Mayor Harrison W. Howell.

Greetings from the Wilmington Chamber of Commerce, President Josiah Marvel.

Response, Mr. H. G. Kurtz.

Roll Call.

Reading of the Minutes.

Annual Address, President Robert G. Bursk.

Introduction of Visiting Jobbers.

Report of the Secretary and General Manager.

Report of the Treasurer.

Address, "Value of State and Local Association," Mr. Alfred H. Beckmann, secretary of the National Wholesale Grocers' Association.

Address, Mr. J. E. Linihan, president American Specialty Manufacturers' Association.

Introduction of Manufacturers. (Responses limited to five minutes each.)

Announcements, Mr. Wm. D. Mullen, chairman local Committee of Arrangements.

#### WEDNESDAY EVENING, 8.00 P. M.

The convention and its friends will be the guests of the Wilmington jobbers.

#### EXECUTIVE SESSION, THURSDAY, MARCH 13TH, 9.30 A. M.

Subject, "Broken Packages," Mr. Arjay Davies, Easton, Pa.

Discussion.

Subject, "Bad Debts—Is Credit Too Cheap?" Mr. A. J. Wellington, treasurer National Wholesale Grocers' Association.

Discussion.

Subject, "Drayage," Mr. F. B. Reeves, Jr., Philadelphia.

Discussion.

Subject, "Sales Efficiency," Mr. Sylvan Stix, of Seeman Bros., New York City.

Discussion.

Subject, "Salesmen's Vacation," Mr. Clement Schneider, Mount Carmel, Pa.

Discussion.

Address, Mr. A. Lincoln Taylor, president Wholesale Grocers' Salesmen's Association.

Subject, "The Sugar Question," Mr. Robert G. Bursk, Philadelphia. New Business.

#### OPEN SESSION, THURSDAY AFTER-NOON, 2.00 P. M.

Report of Legislative Committee, Mr. H. G. Kurtz, chairman.

Subject, "Metric System," Mr. Fred. R. Drake, Easton, Pa.

## Make Us Prove It

WHY don't you try us out—just once?

Send us the sample of **Tea** to match and price, that we've been asking for so long, and make us prove whether we can sell **Teas** cheaper by mail than through salesmen.

We say we can because we don't have to add the salesmen's salaries to cost. Why not make us prove it?

**DURYEE & BARWISE** ROASTERS AND PACKERS TEAS AND COFFEES  
89 Front Street : New York

ESTABLISHED 1897

## Why We Can Guarantee Against Spoilage

The filthiest thing on earth is rennet if made carelessly and under unclean conditions.

If you could see some commercial rennets made you wouldn't let them enter your store.

We guarantee to the absolute limit the perfect cleanliness of James T. Shinn's **Liquid Rennet**, but we have other proof that it's clean—we guarantee it not to spoil. We wouldn't dare guarantee an unclean rennet that way.

James T. Shinn's **Liquid Rennet** will also coagulate milk in 2—5 minutes, and in every way will satisfy your most exacting customer.

Costs you \$1.50, sells for \$3.00. Order some now, before you forget it. All jobbers.

**Shinn & Kirk**  
1400 Spruce St., Phila.

## Electric Light Value

¶ Nowadays there are very few merchants who do not understand that a light, bright store means more trade with the public and better work from the employee. If you use Electric Light in your Grocery Store you not only employ the most efficient method of illumination, but you also receive good advertising value. Tungsten lamps have cut the cost of Electricity more than one-half.

**The Philadelphia Electric Company**

TENTH AND CHESTNUT STS.

## One retail grocer writes

"We are handling **Fels-Naptha** soap and it is one of our very best sellers. It is wonderful how easily dirty clothes are made clean with the use of **Fels-Naptha** soap. It sells without pushing."



Subject, "Some of the Evils of the Trade," Mr. A. M. Wilson, president New England Wholesale Grocers' Association.

Discussion.

Subject, "Auto Trucks," Mr. J. Fred. Haworth, of Haworth & Dewhurst, Pittsburgh, Pa.

Discussion.

Address, "Canned Foods Week," Mr. James Hewitt, of H. Kellogg & Sons, Philadelphia.

Address, Mr. Andrew Ross, vice-president and general manager, Kellogg Toasted Corn Flake Co., Battle Creek, Mich.

Report of Resolutions Committee, Mr. Fred. R. Drake, chairman.

Report of Committee on Nominations, Mr. J. H. Blackwell, chairman.

Elections.

Introduction of New Officers.

THURSDAY EVENING, HOTEL DUPONT, 6.30 P. M.

Banquet. Speakers:—

Governor Charles R. Miller, Delaware.

Mr. George E. Lichty, president National Wholesale Grocers' Association.

Dr. Carl L. Alsberg, chief of Bureau of Chemistry, Washington, D. C.

Ex-Governor Bert M. Fernald, president National Cannery Association.

Hon. Levin Irvin Handy, Wilmington, Del.

Mr. Fred. Mason, vice-president The Shredded Wheat Co., Niagara Falls, N. Y.

Mr. A. C. Monagle, secretary American Specialty Manufacturers' Association.

Mr. Samuel M. Clement, Jr., counsel, Philadelphia, Pa.

Toastmaster, Mr. Robert G. Bursk.

## The Wessels' Plan to Strengthen Pennsylvania Grocers' Association is Now Launched

**Starts About Simultaneously With this Issue of this Paper. Great Aims to be Accomplished. Points to be Watched.**

The plan about to be launched by the C. M. Wessels Co., to improve the condition of grocers' associations in Pennsylvania, really starts with the appearance in this issue of the "Grocery World and General Merchant" of some special advertising in connection with the plan, by Charles W. Young & Co., soap manufacturers; the Franklin Sugar Refining Co., H. O. Wilbur & Sons, P. F. Brown & Co. and L. H. Parke & Co. All these manufacturers and several others whose advertising will appear in forthcoming issues, have affiliated themselves with the plan and will work to make it a success.

The plan is expected to accomplish the following things:—

First.—It will stimulate interest in the State association on the part

of its members, because each local will call on its members to help. It is a fact which cannot be questioned that any honorable means of stimulating interest in their associations, both local and State, if practical, is most desirable, and in fact, if the association movement is to grow, imperatively necessary.

Second.—It will bring many new members into the locals because the present members will make real efforts to increase their membership. It will bring many locals into the State association for the same reason.

Third.—This plan will arm organizers with a very strong argument to induce retailers to organize locally and join the State association.

The plan also comprehends interesting retail grocers throughout Pennsylvania in the sale of certain well known and standard products to the end that special funds may be raised thereby and applied to the strengthening of the local and State associations. The points to be watched are as follows:—

First.—The greatest increase in membership before August 1, 1913 of a local association which is a member of the State association.

Second.—The greatest apportionment of delegates and members and their wives attending the next State convention at Warren, Pa., the first day, August 5, 1913.

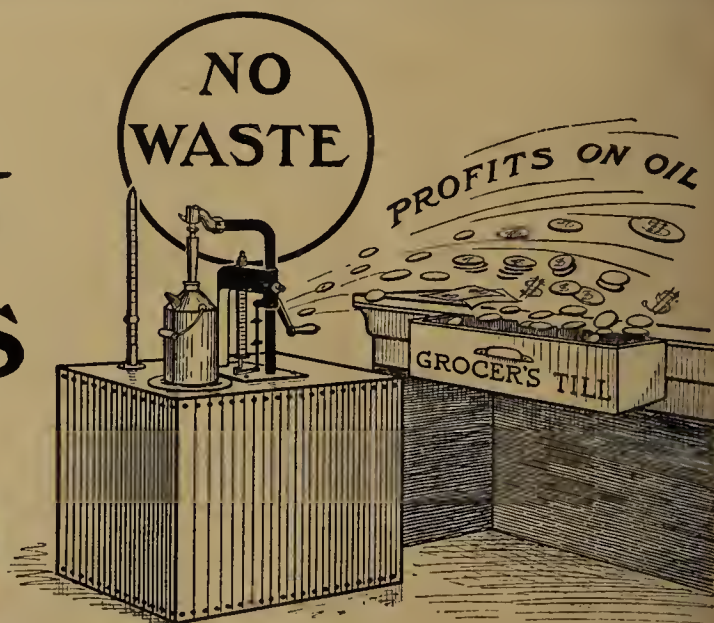
Third.—The comparative sales on 12 to 15 standard brands of goods during a period before August 1, 1913.

The announcement of results will be made at the August convention.

Florida oranges are still stiff because of scarcity, and anything good to fancy ranges from \$2.75 to \$4 per box. Florida oranges of all grades are wanted, as the receipts are hardly a third of what they were a short time ago. Another reason for the firmness is the absence of California oranges.



# DON'T Give Away Your Profits ON OIL



The oil wasted by the old-fashioned tank cuts down your profits and damages other goods. The price of the oil saved by the

## BOWSER SAFE SELF-MEASURING OIL TANK

first pays for the BOWSER outfit and then goes into your cash drawer as *extra profits*. The BOWSER automatic stop cuts off the oil as soon as you cease to pump, and prevents dripping. The BOWSER gauge shows *how much to charge* when filling odd measures, such as a lamp or oil stove tank, and shows how much oil you have left in the tank. It does away with the nasty, oily measure and funnel. There are over 750,000 BOWSER tanks in use, because they do what we say they'll do—SAVE MONEY. You should investigate. Let us send our catalogue—FREE. Write to-day.

**S. F. BOWSER & CO., Inc., Home Plant and General Offices, Box 2077, FT. WAYNE, IND.**

BRANCHES—Atlanta: 250 Peachtree St. Chicago: 239 Fisher Bldg. Dallas: 238 Lane St. Denver: 979 G. & E. Bldg. Minneapolis: 1133 Hennepin Ave.  
New York: 79 Church St. St. Louis: 1170 Olive St. San Francisco: 641 Howard St. Toronto: Box A. C. G.  
Albany: 577 Broadway. Harrisburg: 246 Federal Square

Patentees and Manufacturers of Standard Self-Measuring, Hand and Power Driven Pumps, Large and Small Tanks, Gasolene and Oil Storage Systems, Self-Registering Pipe Line Measures, Oil Filtration and Circulating Systems, Dry Cleaning Systems, Etc.

ESTABLISHED 1885

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



# If You Care to Pick Bigger Profits

Plant

## Post Tavern Special

The New Breakfast Porridge

It's a hummer to grow, and the profits are big and quick.

It is wheat, corn and rice skilfully blended to make a *new and different* breakfast food. Taste it hot with cream and sugar, then you can tell about its delightful quality.

Back of Post Tavern Special is heavy, continuous advertising, and the sale is guaranteed to the last package. Begin, and you'll keep on selling it, so that, like Tom Sawyer's apple core, there won't be "no last" package.

Plant Post Tavern Special in your store and see the profits grow.

Post Tavern Special comes in cases of 2 doz. 15c. packages, or 3 doz. 10c. packages.

Made by the Pure Food Factories of Postum Cereal Co., Ltd., Battle Creek, Mich.



## Dealers and Consumers Recognize Welch's as the Standard in Grape Juice

There are two reasons why Welch's is the standard. The first is that we have always insisted on the highest quality and the utmost purity in its production. The second is that we have by liberal advertising educated the public with regard to the excellence of

# Welch's

*The National Drink*  
**Grape Juice**

When Grape Juice is mentioned Welch's at once suggests itself. It has a permanent place in public favor. The moment you put Welch's in your store you begin to get your share of the benefit of our advertising.

We always pay more than the market price for grapes. Last Fall the grapes did not ripen as evenly as usual. We paid \$35 per ton for our grapes, thus securing the pick of the crop. This was \$10 per ton more than was paid by others and will explain why we are justified in claiming superior quality for Welch's.

We create the demand for Welch's. It will be to your interest to supply it. Your old customers know Welch's and will be glad to have you furnish it. Our advertising will send new customers to you.

Attractive and attention-compelling display advertising will be supplied to dealers who are pushing Welch's. If you are dispensing Welch's, mention the fact to us, when you write.

SEND FOR OUR PROPOSITION

**THE WELCH GRAPE JUICE COMPANY**

WESTFIELD, NEW YORK





# THE GROCERY MARKETS

## Tea.

The tea market is unchanged and still inclined to be quiet. Prices are unchanged throughout. The market is rather remarkably well sustained in view of the prevailing dullness; the reason is the comparatively small stocks.

## Coffee

The market for Rio and Santos coffee has recovered somewhat, speaking now of options, from the slump of the past few weeks. Actual coffees are not materially higher, however, but will be if options continue strong and advancing. The demand for Brazils at the moment is much better than it has been. Mild grades are fairly steady at ruling quotations; demand moderate. Java and Mocha are unchanged.

## Sugar.

The sugar market has shown no material change during the week, although a slightly firmer feeling has developed, due to somewhat smaller receipts in Cuba than were expected. The fluctuation, however, has hardly amounted to more than 5 points, and there has not been even that change in the quotations. Refined sugar can still be bought at the old figures. The demand is quiet.

## Syrup and Molasses.

Glucose shows no change for the week. Compound syrup is dull on account of the warm weather; prices unchanged. Sugar syrup is quiet at ruling quotations. Molasses dull and unchanged.

## Fish.

There has been a heavy slump in certain grades of salmon, notably medium reds, amounting to at least 25 cents per dozen. The cause seems to be lack of demand. Other grades of salmon are unchanged and quiet. Mackerel of all grades are unchanged for the week, the market still being rather soft and in buyer's favor. Cod, hake and haddock in small request at steady prices. Domestic sardines unchanged and dull; imported grades scarce and strongly held.

## Canned Goods.

Standard tomatoes show no change whatever from the basis on which they have ruled for several weeks; demand dull. Very little

interest is being taken in future tomatoes, although they are selling at about what authorities on the subject say will be the 1913 packing cost. Corn and peas are about unchanged on spot, as are futures. Standard peas on spot are very cheap as compared with the prices of a few weeks ago; the demand, however, has been seriously curtailed by the high prices, and most holders seem to have large stocks. The whole situation is heavy. Apples are dull and unchanged. California canned goods show no change and light demand. Small Eastern staple canned goods are quiet at ruling quotations.

## Dried Fruits.

Prunes are unchanged from a week ago and dull. Peaches and apricots are selling in a small way at steady prices. Raisins are dull and unchanged. Currants and other dried fruits in seasonable request at unchanged prices.

## Beans and Peas.

Domestic pea beans are in fair request at prices which for good stock are unchanged. Marrows are also unchanged and in moderate request. California limas have gone somewhat to pieces, and prices are at least  $\frac{1}{4}$  cent per pound off. Active competition among sellers is the reason.

## Butter.

The receipts of fancy fresh butter, in fact all grades, continue to be very light and meet with ready sale on arrival. The consumptive demand is very good, and the market is firm. There is not likely to be any change from the present condition for at least thirty days.

## Eggs.

The egg market is steady at a decline of 1 cent per dozen from last week. The decline is due entirely to the increased production. The market is steady at the present price and the consumptive demand is absorbing the receipts upon arrival. The market is uncertain for the next few weeks, depending entirely on weather conditions. There is likely, however, to be but slight change in price.

## Cheese.

The cheese market remains practically the same as it has for the past eight weeks. The consump-

tive demand is fair considering the high prices, and the stocks are reducing fairly well. There is, however, an accumulation of late made and undergrade cheese that are being pressed for sale at prices considerably under the market price on the best cheese. No change is expected in the immediate future.

## Provisions.

The market on everything in the smoked meat line remains firm with some goods about  $\frac{1}{4}$  cent per pound higher. The stocks are reported as being very light, and the consumptive demand is only fair. Pure lard is firm with a good consumptive demand at the recent advance, while compound is also firm with a fair consumptive demand at  $\frac{1}{4}$  cent per pound advance over last week. Dried beef is firm with an increased consumptive demand. Barreled pork and canned meats remain unchanged.

## INDIVIDUAL MARKET REPORTS.

### Rice.

The demand shows a decided improvement over the previous week. There is more disposition on the part of the trade to do a bit of "shopping," in the hope of securing duplicates of former purchases of equal quality and price, especially for the Honduras sorts. The difficulty in getting the desired grades confirms holders in asking not only full figures, but in demanding the advanced cost. Japan styles are receiving their full share of passing trade, on account of their lower range of values. The trend is therefore towards strong conditions all around. It is reported that several very large transactions in Japan have been affected for shipment abroad, and also to South America, thus relieving the tense situation in this style, and though there have been some few parcels offered for home distribution at a trifling concession, the general market rules fairly firm.

Advices from the South, along the Atlantic Coast, note quiet conditions, heavy rains not only interfering with business, but putting back the preparation of the lands for next crop, and there is general complaint that collections are extremely slow, which also hampers business. At New Orleans the market is firm. Some of the mills are slowing down, and others have closed up for the time being until they can ship out lots sold, leaving room for further operation. The

demand continues light, but with the approach of spring there is a general feeling that there will follow a season of much greater activity.

In the interior—Southwest Louisiana, Texas and Arkansas—the demand is keeping well up. Medium grades and screenings are still in light supply from the mills, and this naturally affects the general situation towards a strong tone. The planters are improving every opportunity to get their lands in shape for the next crop, which on account of the increasing acreage it is estimated will be the largest in the history of the production in this country.

Cables and correspondence from abroad note rough rice market considerably lower and a large business done. "Spot cleaned" flat "forward Burma" lower.

DAN TALMAGE'S SONS CO.  
New York and New Orleans.

### Evaporated Apples, Etc.

Trading in evaporated apple continues to be at almost a complete standstill so far as demand from the consuming markets is concerned. There has been a little more speculative buying during the past week on a basis of 5 to 5½ cents in boxes for carload shipments. All of these purchases were made for storing purposes. Desirable qualities are rather hard to obtain and good prime quality in small lots is quotable at 5¼ to 5¾ cents, with choice 6 to 6½ cents. Cartons  $\frac{1}{2}$  cent per pound higher.

Raspberries are a shade easier although they are not offered very freely. They are quotable at 15½ to 16 cents in barrels.

C. C. HALL.

Rochester, N. Y.

### Standard Canned Goods.

#### No. 1

Holders of spot tomatoes feel encouraged by the developments in the market for that article during the last three weeks, chiefly because of the way the goods have been widely scattered in car lots. Nearly every State east of the Rockies has drawn on this market for supplies since the first of the year, in a hand-to-mouth fashion, until the middle of February, when the orders commenced to increase in size ranging from one up to three or four carloads, indicating an earlier than usual beginning of the demand for the spring trade. In anticipation of the opening of navigation on the great lakes, with the customary lower freight rates by the lake and rail lines, the jobbers located in the sections reached by those routes



ve begun to buy canned goods  
re for early shipment. The  
stern markets have also taken  
otatoes recently in liberal  
antities, especially those markets  
hich have been reported all along  
being overstocked.

Future tomatoes were again  
irly active last week, not in any  
g blocks, but a steady buying of  
r lots and upward at the going  
ices. It is more than gratifying  
see many of the buyers coming  
ck for the same brands that gave  
em satisfaction last season. It  
ed to be an axiom among the  
nners that it doesn't pay to pack  
od goods because the jobbers, as  
rule, did not appreciate quality,  
d a difference of 2½ cents per  
zen in the price threw the busi-  
ss to the other fellow, who gen-  
ally contrived to get the best of  
losing sale, but that feeling is  
ing out rapidly. The jobber,  
hile seeking the low price in a fair  
ay, is paying more attention to  
e man behind the contract, the  
an who delivers 100 per cent. of  
hat he sells and who respects his  
ntracts. The outlook for the to-  
ato business in 1913 is considered  
be excellent, and well selected  
ands at to-day's prices will not  
se money for the buyer.

Some lines of spot vegetables,  
sides tomatoes, were fairly active  
gain last week, while others were  
ill and inactive. Low-priced corn,  
r instance, found more friends,  
d some good-sized lots were pur-  
ased and placed in line for con-  
umption. Soaked peas attracted  
ome business at the low quota-  
ons. A few of the better grades  
f green peas were bought, also  
weet potatoes, string beans, lima  
eans and kraut, usually in small  
ts. The spring demand always  
elps the general lines of vege-  
bles, and an early season will be  
aluable to the canners.

Apples and pineapples were ac-  
ve again last week. The stocks of  
o. 10 apples are small, and this  
arket will be cleaned up in the  
pring. In sliced pineapples every  
rade in No. 2 cans between \$1 and  
1.30 are sold out, and even the  
ighest priced fancy sliced at \$1.50  
o \$1.80 are nearly gone. There  
re some grated pineapples of each  
rade left unsold, but the stocks are  
growing small and beautifully  
ess." Pears was the only other  
rticle in canned fruits that moved  
ut last week, but they were active  
nly in a small way. Berries and  
berries were dull and unchanged.  
Cove oysters were less active  
han they were, but the prices are  
rm because the cost of the raw  
tock continues to be too high.

THOS. J. MEEHAN & CO.  
Baltimore, Md.

No. 2.

There is a better feeling indi-  
cated in the spot tomato market,  
and while business is of the hand-  
o-mouth order, prices are ranging



## WILBUR'S COCOA

Is for Baking As Well As Drinking

WILBUR'S COCOA is not only a most delicious drink, but it is also a food, and has more food value than meat, eggs, cheese or milk, in an easily digested form. Educate your customers to use it in cake baking and you'll have a cocoa trade that will surprise you.

WILBUR'S COCOA is better than chocolate for icing cakes and makes delicious Desserts, Puddings, Pudding Sauces, Candies, etc. Our booklet "COOK'S TOURS THROUGH WILBURLAND" contains 59 recipes for using WILBUR'S COCOA, so delicious that the woman who tries one wants to try all the rest. Every recipe gives the exact amount of each ingredient required, and has been thoroughly tested. If you'll send us the names and addresses of some of your customers, we'll mail each a copy of our booklet with a coupon that will bring them to you to buy WILBUR'S COCOA. When you get your customers using WILBUR'S COCOA for baking, candy making, etc., they'll buy pound and half-pound cans instead of quarter-pound cans, and they'll buy OFTEN.

### H. O. WILBUR & SONS, Inc.

PHILADELPHIA



#### WHAT TO TELL CUSTOMERS

"If you'll use WILBUR'S COCOA for icing cakes, instead of chocolate, you'll get a nice, soft icing that you can cut through without it falling off the cake or sticking to the knife."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



from 2½ to 5 cents better. This in the face of the absolute absence of trading during the last two months speaks volumes.

Those who bought the cheap goods which were sold around 80 cents found upon receipt of same that they were nothing but seconds—and scarcely that—consequently the trade has come to realize that for goods of reliable quality they must pay from 82½ to 85 cents and that they are scarce at that. There has been no spring buying and the quantity of goods in first hands is estimated at not over 10 per cent. of the pack. It therefore looks as if all spot holdings of desirable quality would be absorbed at present quotations, or better, between now and packing season.

The future game is still most unsettled. Very few contracts are being made for raw stock, as growers are demanding last year's prices and packers do not feel justified in paying same under present market conditions. A cut of a dollar per ton this season on raw stock would not quite offset the advance in supplies and would leave the cost of production as high as for 1912. Those who are offering futures at 80 cents are "swopping dollars," as the conservative packer who packs a good article in the cap can figures that it costs him 80 cents at nine dollars per ton for tomatoes to deliver 3s standards on the cars. There must be a "nigger in the wood pile" somewhere on the 80-cent offerings, and the buyer who accepts business on this basis would do well to thoroughly investigate the responsibility and reliability of his seller. As the prospective cost for 1913 will be the same as that of 1912, many conservative packers have as yet withheld future prices until conditions become more settled. "The laborer is worthy of his hire." The packer has his obligations to meet the same as any other business man, and he who is ready to "swop dollars" or offers goods on such a low margin of profit as might be wiped out in a few days of running his factory under adverse conditions, should give earnest thought as to whether or not he is pursuing a sane, business policy. Conservative packers do not feel that they can accept business on the present low basis under the uncertain conditions which are prevailing, and are biding their time awaiting developments.

The fancy grades of corn are still scarce, but an encouraging feature of the market is that the cheaper grades are commanding more attention and continue to be moved in good-sized blocks.

WILLIAM SILVER & Co., Inc.  
Aberdeen, Md.

#### Spices.

The market is fairly active, with a steady tone. The consuming demand is most satisfactory. Stocks continue exceedingly small.

The question of a possible duty on whole spices is unsettled. Some think a duty very probable; therefore, all articles in the list are more or less firm.

Black pepper fairly steady here, though it is reported Europe is quoting slightly lower figures.

White peppers are active and in good demand at steady prices.

Red peppers are unchanged but quite firm. Demand fair.

Cloves are firmer and in better demand. Stocks abroad are reported small and hardly sufficient to cover the consuming demand until arrival of new crop; therefore, higher prices are probable.

Pimento (Allspice) in moderate demand at steady prices.

Mace very scarce, firm and in good demand.

Nutmegs steady. Our market is under foreign levels. We believe nutmegs are a safe buy at prevailing prices.

Cassias.—Saigon and Batavia continue steady; China grades are firm.

Gingers are weak with tendency toward lower prices.

Tapiocas in fair demand at unchanged prices.

Paprika.—Hungarian and Spanish are both steady, but generally unchanged.

Seeds, herbs, etc., steady; celery somewhat firmer. Other seeds and herbs unchanged.

McCORMICK & Co.

Baltimore, Md.

#### Imported Fish Specialties.

Holland herring are quite scarce. Arrivals have been quite small and prices for kegs have advanced about 5 cents per keg.

Scotch Herring.—Most of the stock here is of indifferent quality and the trade is not pleased with them. Consequently trade is buying now from hand to mouth.

Norway fat herring and Iceland herring are practically out of the market. A few shipments of Sloe herring have arrived and are of fine quality, but prices are rather high.

Norway mackerel continues in better hand-to-mouth demand and price is somewhat firmer.

Irish mackerel are somewhat neglected. Last week's shipments amounted to 1,682 barrels, bringing the total shipment of Irish Autumn mackerel to date to 2,674 barrels.

Imported Oil Sardines.—There being no catch of course nothing has been added to stocks, which are being absorbed quickly. Demand for all sardines continues very good. French of course are very scarce and Portuguese are getting to be quite scarce and hardly any ½ boneless are to be had just now. The catch in Portugal will not begin again before next May or June, which means June-July arrival here, consequently prices have been advanced for the remaining stocks and are likely to go still higher.

STROHMEYER & ARPE Co.  
New York, N. Y.

#### MARKET NOTES.

New Florida cabbage of very fine quality is coming forward and is selling at \$1 per basket. The demand is moderate.

Florida tomatoes are mostly poor. Prices range from \$1.50 to \$2.50 per crate, and the demand is slow, on account of the quality.

Florida eggplants range from \$2 to \$2.25, and are selling well.

Florida beans are still rather high—\$3.25 to \$3.50; demand good.

New Bermuda potatoes are about unchanged and wanted, at \$6 to \$6.50 per barrel.

Florida salad is cheap, largely by reason of poor quality. The range is \$1 to \$1.50; demand good for good stock.

Practically all the radishes now on the market are hothouse stock, and range from 2 to 3 cents. The demand is good.

Florida peppers are cheap—\$2 per crate, though the quality is good. The demand is fair.

Florida cucumbers range from \$3.50 to \$4 and are wanted.

Beets are draggy at 2½ to 3 cents per bunch. The quality is fair.

All the watercress on the market is from Virginia and good cress will bring 3 cents per bunch.

#### Gould-Mann Net Weight Bill Just Got Through.

Difference in Views of Senate and House Caused Delay Which Prevented Passage Until Just as Congress Adjourned. Main Difference Was as to Who Should Decide What Variations in Weight Should be Exempt.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

March 7, 1913.

The Gould-Mann bill, requiring the printing of the net weight on the label of food products, just got through before the Congressional session ended and now awaits the President's signature.

As previously reported in this correspondence, the bill as passed

by the House was slightly different from the bill as passed by the Senate, and this condition caused the delay which held the bill up until almost too late. This bill as it passed the House amended Section 6 of the pure food and drugs act of 1906 so as to require the weights of the contents of all packages of food products entering into interstate commerce to be plainly stated on the outside of the package. The bill then provided that reasonable variations should be permitted and tolerances established by rules and regulations made in accordance with the provisions of the pure food and drugs act. The rules and regulations would be made under that law by the Secretary of the Treasury, Secretary of Agriculture and Secretary of Commerce and Labor.

The Senate amended the bill by striking out that proviso and authorizing the Secretary of Agriculture alone to establish rules and regulations where, in his judgment, exactness in the weight of the contents of the package is impossible, and providing an absolute exemption for all articles in packages selling at retail for 6 cents or less.

The effect of the receding by the House to Senate amendment numbered 2 is simply to make the bill become effective six months later than provided in the House bill.

HOLT.

#### CORRESPONDENCE.

##### A Fruit Rancher's Opinion of Retailers.

Moorpark, Cal., Feb. 25, 1913.  
To the Editor.

Dear Sir:—We have had 6½ inches of rainfall in the past 48 hours. It makes us ranchers feel fine and rich. Enclosed please find our check for \$3 for subscription to the "Grocery World and General Merchant," year 1913.

It may look funny to you—a rancher reading and subscribing to a magazine that boosts for the retailer. They all want the earth and a fence around it, but we like to read their wants and doings.

Yours truly,

SHEKILL BROTHERS Co.,

By E. C. Shekill.

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##### Second-hand Show Cases, Etc.

Palmyra, Pa., Feb. 28, 1913.  
To the Editor.

Dear Sir:—Through the courtesy of Mr. J. F. Lauck, of this place, I am making inquiry of you as to where I can buy some second-hand show cases. Please refer me to a reliable second-hand



how case dealer, and also to a  
robber or dealer handling a line of  
eanut roasters.

Yours truly,  
CHAS. B. NEIBERT.

H. F. Heacock, 51 North Second  
street, Philadelphia, sells both.

#### New Patents and Trade-marks in the Grocery Line.

Messrs. Davis & Davis, Washington  
Patent Attorneys, report, this week, the  
grant of the following patents:—

Washington, D. C., February 18, 1913.  
1,053,159. Display rack. F. A. Crush,  
Louisville, Ky.  
1,053,316. Automatic coffee measure.  
H. Psikal, Kildare, Okla.  
1,053,601. Merchandise receptacle. J.  
F. Hitchcock, New York, N. Y.  
1,053,711. Display box. A. H. Crank-  
shaw, Lyndhurst, N. J.  
1,053,735. Tea or coffee pot. G. Le-  
evre, Lawrence, Mass.  
1,053,823. Tea strainer. T. W. John-  
son, North Attleboro, Mass.  
Washington, D. C., Feb. 25, 1913.  
1,054,083. Tea pot. J. Beecher,  
Newark, N. J.  
1,054,234. Coffee machine. C. Nel-  
son, Brooklyn, N. Y.  
1,054,252. Display device. J. Stran-  
gers, New York, N. Y.  
1,054,433. Package of camembert  
cheese. I. Massé, New York, N. Y.  
1,054,486. Percolator. F. E. Aurand,  
Chicago, Ill.  
1,054,487. Container and display de-  
vice. W. W. Bagley, New York, N. Y.  
Washington, D. C., March 4, 1913.  
1,054,730. Twine holder. P. P. Wil-  
iams, Malvern, Iowa.  
1,055,064. Display rack. A. E. Miller,  
Baltimore, Md.  
1,055,175. Pulverized cocoa roaster.  
P. G. Hollstein, Carlstadt, N. J.  
Design 43,671. Tea or coffee pot.  
G. E. Curtiss, New Britain, Conn.

#### TRADE-MARKS PUBLISHED FOR OPPOSITION.

Ser. No. 60,639. "Autosales" for  
candy. Autosales Gum and Chocolate  
Co., New York, N. Y.  
Ser. No. 66,097. "P. C. C." for  
spices, canned goods, etc. The Pacific  
Commercial Co., San Francisco, Cal.  
Ser. No. 67,200. "Boulevard" for  
candy, coffee, tea, canned goods, etc.  
H. Horner & Co., Chicago, Ill.  
Ser. No. 67,304. "Uncle Sam" for  
candy. Powells, New York, N. Y.  
Ser. No. 65,347. "Hotel Astor" for  
rice. B. Fischer & Co., New York,  
N. Y.  
Ser. No. 65,874. "Solitaire" for  
canned goods. The Morey Mercantile  
Co., Denver, Col.  
Ser. No. 66,802. "Kairomel" for  
fruit preserves and jams. Corn Prod-  
ucts Refining Co., New York, N. Y.  
Ser. No. 67,629. "Magic Cup" for  
blended coffee. H. C. Fisher, San  
Francisco, Cal.  
Ser. No. 67,776. "Cross Vale" for  
fancy brick cheese, canned goods, butter,  
etc. F. W. Schuster & Co., Pittsburgh,  
Pa.  
Ser. No. 65,469. "Pleasant Valley"  
for coffees and teas. Royal Valley Cof-  
fee Co., Detroit, Mich.  
Ser. No. 67,539. "Apollo" for biscuit.  
National Biscuit Co., New York, N. Y.  
Ser. No. 67,862. "Ambush" for candy.  
P. F. Beich Co., Bloomington, Ill.  
Ser. No. 67,912. "Kismet" for  
Blended coffee, canned goods, etc. Win-  
ston, Harper, Fisher Co., Minneapolis,  
Minn.  
Ser. No. 67,992. "Woe-Tai" for tea.  
J. T. L. Jones, Baltimore, Md.  
Ser. No. 68,047. "Santy" for bread.  
H. B. Ward, New Rochelle, N. Y.  
Ser. No. 68,056. "Woe-Tai" for  
mixed tea. Harry A. Jones, Baltimore,  
Md.



# Parke's UNMATCHABLE Coffee IS A GOOD Leader

for you to push because it will please your customers and  
bring them back. You can be sure of a steady sale. Packed  
in neat, handy cartons that save you time and overweight,  
besides retaining the delicious flavor and aroma.

Parke's Stamp Line Coffee appeals to the consumer who gets the  
best value in coffee as well as the valuable Parke stamps, which are  
redeemable for hundreds of valuable premiums.

The Stamp Line includes Coffee, Teas, Baking Powder, Spices,  
Ammonia, Blue, etc. The whole line handled as a proposition will  
positively increase your sales.

## L. H. PARKE COMPANY

232-234 Market Street  
PHILADELPHIA

638-640 Grant Street  
PITTSBURGH, PA.



#### WHAT TO TELL CUSTOMERS

"Madame, here's a coffee we can guarantee, PARKE'S UN-  
MATCHABLE COFFEE. You'll be pleased with its flavor and  
aroma, and you get a fine line of premiums for the Parke stamps  
that come with it."

This is one of the firms the sale of whose products  
helps organize the Pennsylvania Retail Merchants



"PURITY  
THAT SATISFIES"

"QUALITY  
THAT GRATIFIES"

BEE BRAND



EXTRACTS and SPICES

Awarded Gold Medal, Jamestown

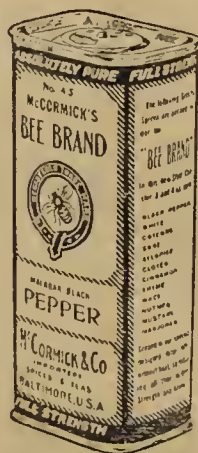
Attractively cartoned and labeled in white,  
blue and gold.



Ask for prices

PHILADELPHIA OFFICE, 27 South Front Street  
C. SHOEMAKER, Manager

If it's BEE BRAND  
It's the BEST BRAND



McCORMICK & CO.

MAIN OFFICE AND PLANT  
BALTIMORE, MD.

## Reasons Why "Private Estate" Coffee is Different from Other Coffee and Will Sell Better

No. 1

It's packed differently. Instead of tame bag or carton, it is packed in clever burlap bags holding one pound. If the customer prefers it, it is also packed in one and three-pound tins.

The burlap bags give PRIVATE ESTATE Coffee an indescribable class. A window full of them is sure to attract attention; they look different—imported, oriental. Such merchandise always sells. Naturally, the burlap bag won't sell it more than once, but the contents of the bag will.

Sells to you at 28 cents a pound. You get what you like for it.

Private Estate Coffee Company

Successors to F. A. CAUCHOIS & CO.

21-23-25 FULTON STREET

FULTON MILLS

New York



## Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s  
Department Food Stores, Dover, N. J.

**Some Things We Neglect.**—We neglect to show up loose corn meal and loose oat meal. You may say the day is past for loose stuff. In a sense it has and in many cases, it's a good thing it has. But these two things are "family" things and the reason we lose sales on them is because we don't put them to the front.

We think washing soda is too common a thing to display and that people will call for it anyway. But open a box and tag it and put it in the corner where it belongs and you'll see the difference it makes on your sal soda sales.

We handle clothes pins and instead of dumping out a couple of boxes in another box and marking them 12 cents a hundred and in that way selling 500 dozen where we would sell 100 we keep them in the "rear."

\*\*\*

**Shake 'Em Up.**—Ever notice how dead things look in a day's time? How your bin of coffee slackens down till you scoop it up? How the mackerel on top of an open kit get dry and uninviting till you replace the layers?

How "settled down" looking the potatoes and apples and turnips appear till they are "shaken up" and mixed up generally with the live ones.

\*\*\*

**You, Too, Have Opposition.**—There's a man somewhere ready to take your job. The question is, can he fill the position as well as you're filling it? If you love your work, and do it with heart interest, it's half the battle, but the other half is *completeness*.

I have arranged these bags completely. I have removed every string. I have slapped them on the counter to loosen them and they are evenly put there. I have wiped off the shelf and put the new goods back of the old ones. I emptied that coffee bin before I put a scoopful of the new roast into it. I made a new tea customer to-day.

I sold butter to a woman who had never bought butter before in our store. I corrected one of the boys when I saw him give overweight.

When a man back of the counter can truthfully run these things over in his mind he need not have much fear of "opposition" any more than the store that makes fair prices gives good service, good goods and keeps a clean place.

\*\*\*

**Get Posted On Efficiency.**—You are going to hear a lot about it in the future. In simple words it means "time is money," and in perhaps less simple words it means that every hour of the business day commands our complete mental and physical activity. We're not efficient when we kill time nor are we honest.

We are efficient when we live right straight up to the full duties that are required of us by our employer and our friends and our own divine selves.

It's great to be efficient.

**Big Oleo Suit Compromised.**

The Government's one million dollar claim against Chicago packers and others for taxes alleged due on colored oleomargarine sold as uncolored was compromised by Secretary MacVeagh last Tuesday for \$102,000. A spirited controversy surrounded these cases. United States District Judge Landis started a Grand Jury investigation, which was later suspended pending the Treasury Department's action, and the House Committee on Expenditures in the Treasury Department inquired into the subject. The compromise was made, it is explained, because the Government had no evidence to sustain the one million dollar claim.

Florida strawberries are coming very poor. The range in price is 20 to 30 cents, and the demand is light.



# The Continental Safety EGG Carton



## Satisfies Both the Grocer and His Customers

It holds the eggs firmly in cushion-like nests and prevents breakage. Is quickly and easily filled. Has string and fastener attached. Is complete in one piece—no fillers to put in.

**Packed flat—250 cartons to the case**

**Ask your jobber, or write us for FREE sample**

## PAPER BAGS

"There's a Continental Paper Bag for every paper bag purpose." We have the largest paper mills in the world and make every kind of staple and fancy bag. Let us quote you. Take advantage of our enormous facilities, no matter whether you want a better bag or a cheaper bag than you are now using. Write our "Specialties Department" for suggestions on **COFFEE BAGS** that will preserve aroma and freshness and give your coffee a reputation. *Ask us for anything in the way of paper bags and we'll be glad to serve you.*

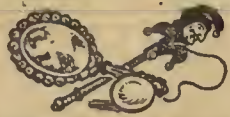


# Continental Paper Bag Co.

**WHITEHALL BUILDING, NEW YORK**



# THE STROLLER'S COLUMN



## Where One \$50 Went.

If there was a fool killer that was on his job, I wonder how many of us would last over night. I know a lot of people I'd expect to miss the next morning, and I'm plumb sure maybe a bigger lot would expect to miss me.

The fellow we'd all expect to miss is the mutt who has never succeeded in business in his life, but who thinks he can tell everybody else how to make good.

Why some of 'em set up as professional business advisers!

One of my customers was telling me about one of them last week. He has a store up in Wilkes-Barre, Pa., that has been there for about thirty years. The man that runs it—my customer—is over sixty, but he's got a big bunch of good in him yet, and he's as keen a business man as he ever was. Lately, though, he's been some worried about business. There didn't seem to be much reason for it, but things have been slack, and it's sort of gotten on his nerves. Understand, he's always made a good living out of the store and has put something by. And he's making a living out of it yet, though maybe not as good a one as he did once.

About a month ago this man's cousin from New York stopped in to see him, and the old fellow opened up about business. It was on his mind a good deal more than there was any reason for, and as I told him, he made himself worse by talking about it all the time.

Cousin had a medicine for it right away. He had a chum in New York that wrote ads. and found sore places in other people's businesses. Nothing would do but that he should run down to Wilkes-Barre and size the thing up. The old man is all hard sense and he couldn't see an outsider coming in and telling him how to run the business that he had run for thirty years, but cousin talked him down

and the New York man came. I got what happened from the old fellow himself.

"He was a young fellow of about thirty," he said, "and he had on a pair of these big goggle-eyed specs. Looked something like a mole peeking out of a window. He stayed half a day, looking around, and then he opened up and told what he thought the matter was. He said I was in the wrong place to do business, and even if I was in the right place, I was on the wrong side of the street. 'But,' I said, 'I've done well here for thirty years!' Didn't make any difference; I was just feeling it now. Then he said the store was fixed up wrong. I ought to take one of those front counters out and put it at the back. 'But that's the way it's been for thirty years,' I said, 'and I've never had any trouble.' That had nothing to do with it, he said, I'd have done better his way. I had the wrong goods on the shelves. The stuff I had back I ought to put front, and the stuff I had front I ought to put back. I started to tell him that's the way I had found was best in thirty years, but he shut me up so quick his specs most fell off. The thirty years didn't make a mite of difference and he didn't want to hear about it. I asked him if he thought I was selling the right kind of goods, and he said no right away—I ought to sell higher grade. I told him I had to cater to a lot of working people, and this was the sort of stuff they wanted, but that didn't make any difference either—he said I ought to teach 'em to like the best. Can you beat it?"

"No, I can't," I said, "but I'll bet if I had his head in a bowl I could beat that with a good egg beater. Wouldn't make good cake, though—it would be addled."

"What did he charge you?" I said.

"Fifty dollars."

"And you paid it?" I said.

"Sure—what could I do? He'd come down here, and that was his price."

What d'ye know about that? I work three months for \$50, and this boy rides in a parlor car down from New York and gets \$50 for telling a man twice his age that he's wrong when he thinks he's made a living for thirty years running his store in a certain way!

Me for that business if I ever lose me mind and can't sell goods!

"Why if you had let him go a little bit further," I said, "I'll bet he would have told you you only thought you'd been in business for thirty years. Gee whiz, but I wish I'd been here when he was."

"What would you have done?" said the old man.

"What would I have done? I'd have asked him how he'd earned the right to tell you you were in wrong," I said. "Had he ever run a business himself? And if he had why wasn't he running it now? What happened to it?"

"There ain't anything but liver trouble the matter with you," I said. "Your business is all right. Every business has slack times. As a matter of fact have you looked up to see how this February sized up with other Februarys? Why I heard my own boss going on something fierce last month about how rotten business was, and his son asked him why he didn't compare it with the same month last year. He did that, and by George, it was 3 per cent. better."

The old man listened, but he didn't say anything.

"Will you pay me now or will I send a bill?" I said.

"What's that?"

"My charge for that is \$50," I said. "Being as I ain't got the specs make it \$45."

Every time I think of that good

\$50 going to waste my rheumatism breaks out again!

THE STROLLER.

## Rigid Restrictions for Packing Canned Goods in Ohio.

The Pure Food Commissioner of Ohio has drafted new regulations governing all fruit and vegetable canneries which will go into effect with the 1913 season. Compliance with these regulations will be compulsory and their effect will be to insure the public strictly pure and wholesome products and protect the canning industry against attack of agitators and sensationalists. In this the Food Commissioner is working in thorough harmony with canning factory owners, who have declared the proposed regulations satisfactory to themselves and expressed their intention to comply with them in all particulars. The regulations read:—

The floors of all buildings used for canning purposes must be made impenetrable and connected with drain or sewers so as to prevent juices from seeping through onto the ground below, where they would become stagnant and offensive.

Litter collected in and around the building must be removed daily and the plant must be kept in a clean and sanitary condition at all times.

All machinery used must be cleaned daily and kept in a clean and sanitary condition.

Separate toilet rooms must be maintained for male and female employees and same kept in a clean and sanitary condition.

Wash basins with soap and towels must be maintained at convenient places and employees compelled to keep themselves clean and tidy.

Employees must not smoke or spit in the filling department where foods are being prepared for canning. Employees must not spit upon the floor or walls in any department connected with the canning factory.

Male employees who work about the foods that are being prepared for canning must wear clean washed oversuits.

Female employees who work where foods are being prepared for canneries must wear clean dresses or aprons made of washable fabrics and also clean, washable caps over the hair.

All corn being prepared for canning must be washed before going to cutting machine and tomatoes must be double washed before going to peelers.

**\$2,000,000 Paid for Waste Paper in Pennsylvania Last Year**

How much of it did you get? There is ready sale for all your Waste Paper, Pasteboard Boxes, etc., if baled.

**THE BUCKEYE PAPER PRESS**

does the work perfectly.

Write for catalog. Dept. A

**Buckeye Baler Co.**  
FINDLAY, OHIO







## This Hasn't Happened Once

Since we began to make **Gurnse** butter nobody, so far as we know, has ever sniffed at it, called it strong, and toted it back to you. No normal person with a proper sense of smell or taste could do that.

**Gurnse** butter satisfies the most fastidious person, as is inevitable, for it is the cleanest, richest, fanciest dairy butter possible to make, and runs uniform the whole year through.

You've heard that we authorize money back to dissatisfied customers, haven't you?

Packed in 20, 30 and 50-pound boxes—pounds and half-pounds—43 cents.  
Prices subject to market changes.

**P. F. BROWN & CO.** 39-41-43 South Front St.  
Philadelphia, Pa.

5,000 Names of Live Grocers Wanted to Participate in the Observing of

# California Raisin Day

**WEDNESDAY, APRIL 30th**

California Raisin Day will be observed on a more extensive scale this year than ever before. It will be observed by not less than 5,000 grocers and bakers throughout the country and the demand for raisins will be immensely stimulated. Are you ready to take advantage of this increased demand and make it benefit you? Those who joined in the observing of Raisin Day last year were immensely pleased with the result.

### SEND FOR FREE PLAN

Send your name at once for the free plan of making Raisin Day benefit you. Be one of the live 5,000 who are doing this. The free plan includes plan for advertising and making attractive window displays. Beautiful pennants, striking posters, raisin recipes, stickers, window cards, etc., will be sent free along with this plan, so you can dress your windows in a manner to impel attention.

WRITE AT ONCE TO

**California Raisin Day Committee**  
FRESNO, CAL.

E. A. BERG, Director of Publicity

## BURK'S "BUTTERNUT" BACON

(Trade-Mark Reg. U. S. Pat. Off.)

Among the many brands on the market, this Bacon is a distinct favorite, being selected from prime corn-fed pigs. It is mild, sweet and of exquisite flavor, specially cured with granulated sugar.

It is not sold sliced or in jars, but is put up in narrow strips, cut absolutely square, strung with white cord, making any waste impossible; wrapped in high glazed and parchment paper and embellished on two sides with an attractive label of alternate blue and white diagonal bars bearing the words **Burk's Butternut Boneless Breakfast Bacon**. A red seal is also attached to the cord, stating the specific merits of this product.

The package makes an attractive window display and because of its distinctive label is readily recognized at a distance.

"Butternut Bacon" is the best for family use.

## BURK'S PASTRY LARD

### IN ONE-POUND PRINTS

This lard is open kettle rendered, absolutely pure and prepared in the most careful manner from the fat of young corn-fed pork. It contains no stiffening and as none of its original properties have been extracted, it is rich in oil and especially adapted for fine pastry.

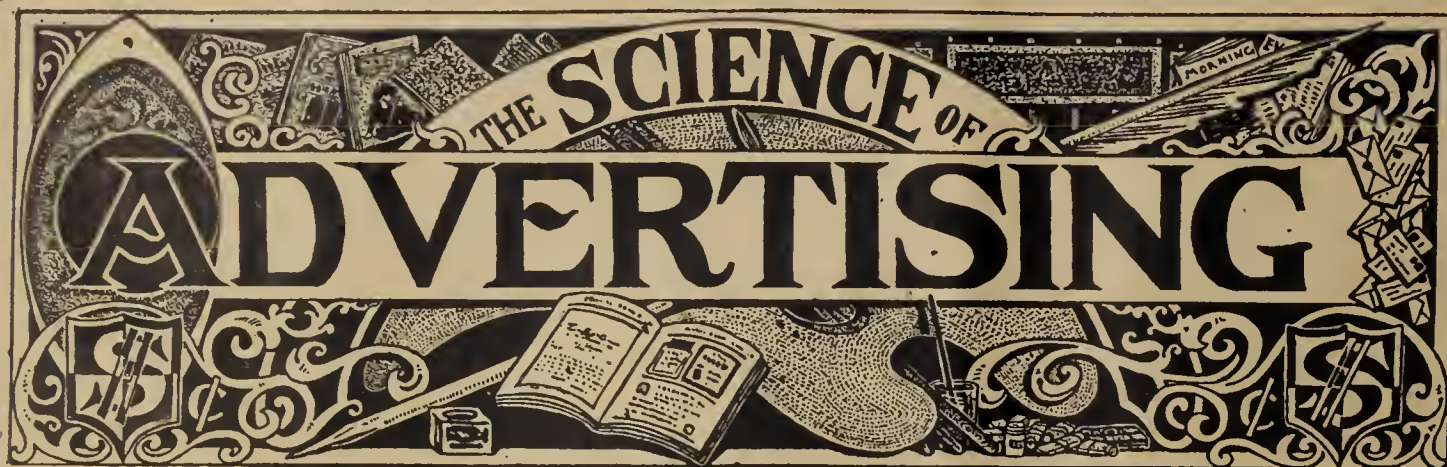
Wrapped in parchment paper, resembling in size and shape a pound print of butter, making a clean, sanitary and ever ready package.

Economical for the dealer, as it saves all draughts and possible overweight during a rush or through the indifference of clerks, and makes unnecessary the use of wooden trays and similar contrivances.

Made additionally attractive by the use of the blue and white label which makes Burk's products so distinctive wherever displayed.

**LOUIS BURK**  
Girard Avenue and Third Street  
PHILADELPHIA





Messrs. L. Lehman & Co., Dover, N. J., send me a proof of a newspaper advertisement which they used locally. It measured eleven inches across three columns, and must have presented a very striking appearance in the paper. Here is the reduced reproduction:

## LEHMAN'S JUST TOMATOES

We don't bother trying to sell poor Tomatoes and we advise you not to bother with them either. Like a good many other "cheap" things, they're dear in the end.

Fact is we've given up handling poor canned goods of any kind not but there's profit enough in them but a good name is better than great profit.

Regarding Tomatoes, we have four kinds that you may or may not be familiar with.

### 15 Cents

At 15c you get what is called a 5 1-2 inch can, it holds more than the average Tomato can and is called "Doverdel". It is a combination word from Dover, Delaware, and the fruit was packed by Richardson & Robbins. This name is as familiar and has as fine a reputation for "Quality" throughout New England and N. Y. State as our town has among the trade for high grade stoves.

Packed with solid ripe fruit, selected for flavor with "greens" and skins left on.

### 12½ Cents

This too is "DOVERDEL" fruit, the only difference being in the size of the can, and this size can is the one in popular use. You will find these Tomatoes at this price far cheaper to use and the eating qualities far more satisfactory than the average goods sold elsewhere at this price.

### 11 Cents

Red Bird Tomatoes sell for 11c a can. We bought these because you liked them so well last year. Maybe not quite as solid as the Doverdels but a fine eating Tomato that the packers say contain as much real natural flavor as any brand put up in this Country. And that's saying something.

### 10 Cents

10c is cheap for good Tomatoes at just this time of the year of 1913 and instead of opening a can of watery fruit you will find in this "C. E. C." brand a well filled lot of red, ripe, clean, bright, good eating Tomatoes fit for any table.

**L. LEHMAN & CO.**  
of New Jersey

This is a good advertisement and probably got results. But it could be improved, in my judgment. I should have left the word "Lehman" off the top—it gets in the way of the main heading and doesn't do the slightest good. To prove this,

There is only one other thing that I don't like about this advertisement, and that is that the text of the paragraphs is set in boldface type. It is too black and too condensed to read easily. Perhaps everybody isn't affected as I am,

## JUST TOMATOES

We don't bother trying to sell poor Tomatoes and we advise you not to bother with them either. Like a good many other "cheap" things, they're dear in the end.

Fact is we've given up handling poor canned goods of any kind not but there's profit enough in them but a good name is better than great profit.

Regarding Tomatoes, we have four kinds that you may or may not be familiar with.

### 15 Cents

for my eyesight isn't of the best, but I feel a sort of strain when I try to read this type—some type faces have that unfortunate quality. I should have used a less condensed type and a much lighter face. By condensed type I mean narrow type. For instance, here is a condensed letter **a**; here an ordinary letter **a**; and here an extended letter **a**.

\*\*\*

The reading matter in this advertisement is exceedingly good. It is illuminating, explanatory and persuasive. It might have been well to add—"See the four cans opened side by side at our store." Or in our window. As a matter of fact, a copy of this advertisement pasted on the window with four cans turned out in dishes immediately underneath, the empty cans standing behind to show which was which, would have been a striking display, and should have aided the advertising very much. I believe in making your advertising and your windows work together. For instance, you advertise a specific thing in the local paper, or in your own store paper. Simultaneous with the appearance of the advertisement you display the same article in some striking way in the window, and put with it a placard "This is what we advertised today." The people who see the display get two suggestions instead of one, if they have seen the advertisement, and if they haven't seen the advertisement, they get one suggestion where otherwise they would get none.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science

of Advertising. They will be filed in their order and taken up in strict rotation.

## Latest Government Suit i Against Corn Products Co.

Allege Making of Efforts to Monopolize Trade and Destroy Competition Many Individual Defendants. President Bedford Says Company Only Has Its Share.

The United States Government has brought another of its trust suits during the week, this time against the Corn Products Co. of New York, glucose, syrup, starch and candy manufacturers. The usual charges of monopoly and restraint of trade are made. Aside from dissolution, the Government asks for an injunction prohibiting the alleged restraint of trade.

The following corporations, officers and directors are named as defendants: Corn Products Refining Co., New Jersey; National Starch Co., New Jersey; St. Louis Syrup and Preserving Co., Missouri; Novelty Candy Co., New Jersey; Penick & Ford, Ltd., Louisiana; Edward T. Bedford, William J. Matheson, Frederick T. Bedford, A. B. Boardman, Frederick T. Fisher, C. H. Kelsey, George S. Mahana, George M. Moffett, William H. Nichols, A. A. Smith, James Speyer, E. Beverly Walden, C. M. Warner, R. S. Burns and A. M. Watkins, all of New York City; Thomas P. Kingsford, Oswego, N. Y.; C. H. Lorenz and Louis Suss, St. Louis; F. A. Lohmeyer, C. W. Lohmeyer and Edward T. Bedford, 2d, of Jersey City, N. J.; Benjamin Schneewind, Chicago, and William S. Penick, Jr., and James P. Ford, New Orleans.

The Government charges that the company has acquired control of 60 per cent. of the American production of starch and glucose, and 80 per cent. of the production of syrup, and that this control has been gotten by buying other concerns in and closing them, and by depressing its own prices to destroy competition. Just after the suit was begun, E. T. Bedford, president of the Corn Products Co. gave out a statement in which he said he had given the United States attorneys full access to all the books and papers of the company. He said his company only had its fair share of the business and denied any violation of law.





# EXTENSIVE ADVERTISING Leads New Customers to YOUR STORE



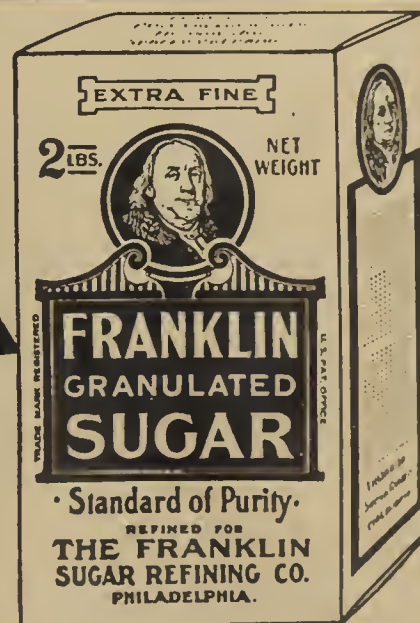
## Daniel Webster Flour

has been so extensively advertised in leading magazines and newspapers that women everywhere know about it. Push its sale and you'll have a bigger and more profitable flour trade. It not only repeats because it makes such splendid bread, but women who use it do more baking because it is also an ideal cake and pastry flour. We know that "your success is our success"—that we cannot have sales unless *you* have them, so we make a very interesting and helpful arrangement with dealers. It will pay you to write us for full particulars.

**EAGLE ROLLER MILL CO., New Ulm., Minn.**



**This can't happen with**



When sugar bags burst it displeases your customers, but *before they get a chance to burst they cost you money*, the twine costs you money, so does the *overweight*. It's a waste of energy to put sugar in bags—you might as well spend your time *canning tomatoes*. Sell *FRANKLIN CARTON SUGAR* and use the time you save to arrange a display of it on your counter. The neat blue cartons sell on sight. *FRANKLIN CARTON SUGARS* include *FRANKLIN GRANULATED*,

*FRANKLIN POWDERED*, *FRANKLIN DESSERT AND TABLE*, *FRANKLIN XXXX CONFECTIONERS'* and *FRANKLIN CUBE SUGAR*; all the fast selling grades, in cartons of convenient size for your customers, packed 24, 48, 60 and 120 lbs. to the container—all for *your* convenience.

**THE FRANKLIN SUGAR REFINING COMPANY**  
PHILADELPHIA, PA.

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"

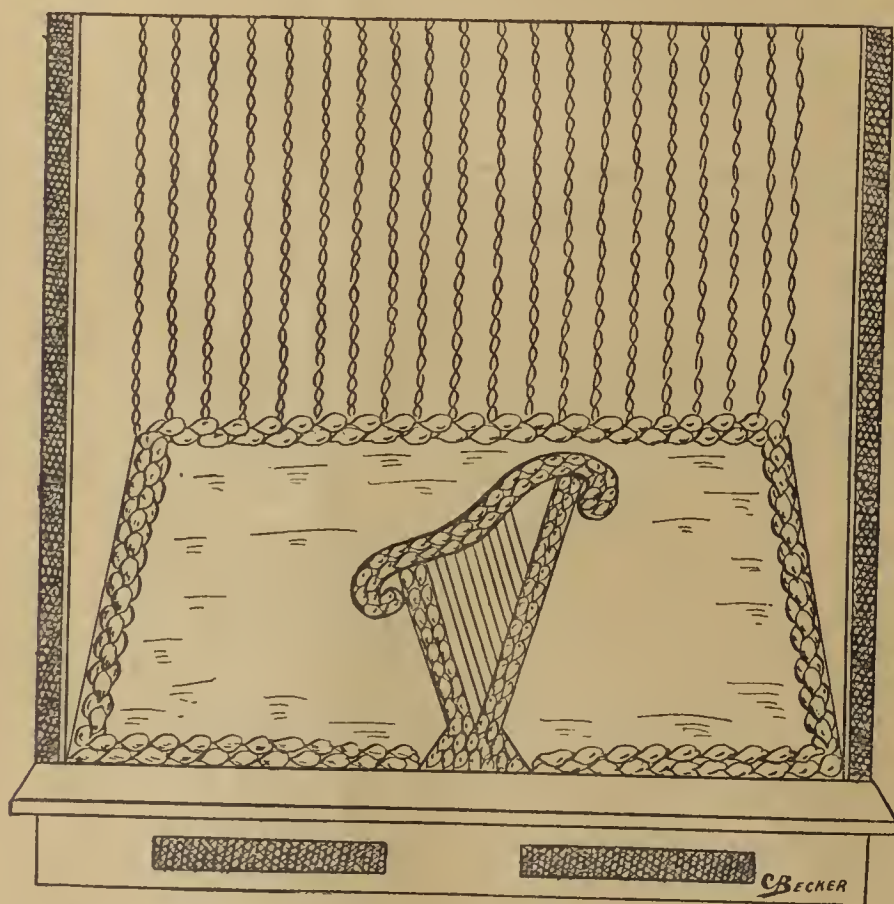




## Two St. Patrick's Day Trims

### No. 1.

St. Patrick's Day will soon be here and window displays for this day are always attractive. To arrange the harp display, first make a slant of boards on the bottom of the window; it should be at least two feet high in the rear. Cover the slant with bright green crepe paper. Next make the harp, cut long strips of pasteboard about two inches wide and cover them with bright yellow crepe paper, bend them to form an empty harp. What I mean by that is, leave a space between the upright strips of pasteboard, they are fastened to the slant with strong pins, forced slanting through the pasteboard into the wood.

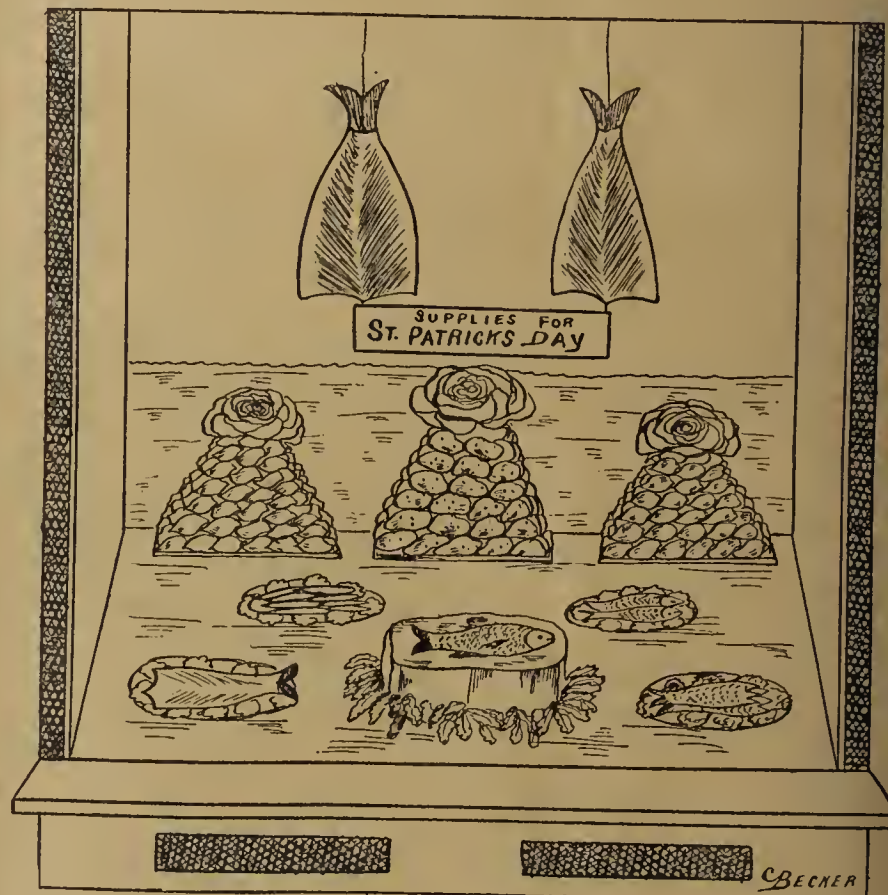


Have the space between the strips large enough for two lemons. The strings are of the yellow crepe paper cut in narrow strips about one-half inch wide and fastened with pins. Now arrange the lemons along the bottom. Place two rows and then another one on top. Nail narrow wood strips along the sides and top, cover them with green crepe paper. Arrange lemons along the top and sides like those at the bottom, the strips are to prevent them from rolling. Across the entire rear of the window, place twisted strips of the bright green crepe paper, thus completing a very attractive color scheme.

### No. 2.

The potato and fish display is arranged as follows:—first cover the bottom of the window with bright green crepe paper. In the

center place a large pan with a block of ice, a drain pipe should be fastened to the bottom so the dripping can run into a bucket or tub underneath the window. If this is not convenient, sponges placed between the ice and the pan will absorb the water and can be squeezed out as often as necessary. Hide the rim of the pan with lettuce or spinach.



and on the ice place a large fresh fish. At each side, on platters, display salted salmon, mackerel, herring, cleaned herring and smoked bloaters. At the rear place three square frames of wood, in them build pyramids of lemons and potatoes, place the potatoes in the center and the lemons at each side. Place a large head of choice lettuce on the top of each pyramid. Garnish the platters of fish with celery tops. Across the rear make a low background of the green crepe paper. Suspend two very large salt codfish and suspend a neat sign card from them with lettering as illustrated.

\* \* \*

The other day I saw in a window of a small general store a display advertising a brand of baked beans and pickles. The floor of the window was covered with one layer of dry white beans except where brown beans were used to outline a large pickle. Inside the pickle the name of the manufacturer was written with brown beans. Jars of pickles and cans of baked beans were arranged at the back of the window.



Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

## General Merchant

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. LV.

PHILADELPHIA AND NEW YORK, March 17, 1913.

No. 11.



### Grocery World AND General Merchant

PUBLISHED WEEKLY BY THE  
GROCERY WORLD PUBLICATION CO.,

AT  
927 Arch Street, Philadelphia.

TELEPHONES:  
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Filbert 3287.  
Keystone, Race 746.  
Exchange.

All Checks and Drafts payable to the Gro-  
cery World Publishing Co.

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clusively in the interests of retail grocers  
and general merchants.

ELTON J. BUCKLEY,  
Editor.

DAVID EZEKIEL,  
Advertising Manager.

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## Jobbers of Pennsylvania, New Jersey and Delaware Hold Seventh Annual Convention at Wilmington

Philadelphia May Get it Next Year, Scranton a Competitor. Many Papers on Live Topics, Including Auto Delivery and Its Cost and Probable Results. Metric System for the Grocery Business. Kurtz the New President.

The seventh annual convention of the Pennsylvania, New Jersey and Delaware Wholesale Grocers' Association was called to order by President Robert G. Bursk at 2.30 o'clock at the Hotel Dupont, Wilmington, Del., on Wednesday last, March 12th, and was opened by an invocation by the Rev. Thomas P. Halloway, after which the Mayor of Wilmington, Harrison W. Howell, welcomed the members and their guests and gave them the freedom of the city. An additional welcome was given by Josiah Marvel, president of the Wilmington Chamber of Commerce. H. G. Kurtz, of Reading, Pa., responded on behalf of the association to the greetings extended.

President Robert G. Bursk then read his annual address, this being the seventh one he has had the honor to make:—

### Annual Address of President Robert G. Bursk.

In reviewing the work for the past seven years I have been trying to find some new phase or thought of association work to present to you. The theory and practice of our work during these years has largely been along educational lines. I find myself to-day again going back to these lines, which all roads of association work seem to lead to, and which are not only the foundation, but the whole structure from which is built up the great amount of good we are getting out of our association to-day. This education is first of ourselves in the principles and objects of our association, applied by us individually in the conduct of our business. With it goes the education in the practical lines of knowing our business in every phase and part of it. Our work is voluntary and co-operative. The broad principle of co-operation to-day is trying to help each other, helping each other to be better merchants, and therefore better competitors. This kind of co-operation is bringing more results than any other kind of association work to-day. Have you noticed how this feeling is growing?

Before the days of associations, most jobbers thought they had a monopoly in the conducting of their business. How different is the feeling to-day, when most jobbers are eager and willing to frankly talk over with each other the inside and personal parts of their business, trying to learn from each other something that might be of a practical benefit or an improvement in the conducting of their own business.

This is education, but it will not help the jobber who has not time to attend his association meetings. No man, unless he is past learning, can fail in attending any meeting on learning something that will be of value in conducting his own business.

We must go farther in the work of helping each other. There are three parts in our chain of distribution; the success of each dependent on the others, the jobber, salesman and the retailer. Our lines of educational work should be enlarged to take in the salesman and the retailer.

One of the subjects that has been brought up at our meetings several times before is so important that I am going to refer to it again to-day. It is that on the cost of doing business and the figuring of profits. There are many jobbers who do not, and who cannot, see any good reason why they should figure profits.

Competition will never be on the broad and fair basis that it should be until every jobber does business on a percentage of cost and an average of profit basis. Knowing what the percentage of cost of doing business is, and working on a percentage of profit above that cost, is the only safe way of doing business.

How many jobbers fool themselves as to the cost of doing business, or seemingly want to, for fear of making that cost too high. Some do not charge rent to that cost because they own their own building, others do not charge interest on their money invested in their business, but only on borrowed money. What sort of a competitor is the jobber who tries to fool himself as to his cost of doing business for the jobber who has to rent his building, or who is less fortunate in the amount of his own money invested in his business, but who knows that rent and interest on the capital invested, his own or borrowed, must be added to the cost of doing business.

Don't let us fool ourselves with this cost of doing business. We can't get away from it, and it is one of the parts of our business that seems to be constantly growing. There is only one way to get ahead of it, and that is to know the percentage of cost, and to sell on a percentage of profit above that cost. There is only one way to do this, and that is to figure the profit on every item so as to know what percentage every sale pays, what percentage every salesman makes and what percentage every account pays. It is the only way you can keep a check on your business, not only as to whether you are working on a paying basis, but on the honesty of your force. It is the only way you can tell how much a salesman is making for you, or how well an account pays.

One of the reasons given by some houses who do not figure profits is that they do not feel that their busi-

ness is large enough to warrant the expense of having some one to do it. This is a mistaken idea. Unless the business is large, it is not necessary to have any one devote their entire time to this work. It is a very simple matter when once started right, and can easily be carried on by one person in connection with their other work.

Our salesmen should be educated to work along these lines also, and should be taken into our confidence. I believe that he should know the cost of doing business, and should know that he must work on a percentage of profit above that cost. Many salesmen get the idea that it is volume that counts, and particularly so if he is working on a salary and a selling price basis.

Every salesman should know that it is necessary for him to get a certain percentage of profit, and in his mind should always be, "What percentage am I making?" and not how much per dozen or per pound. If he did, he would not be so apt to sell, as he very often does, below the cost of doing business, because he does not think or has never been taught this way.

Salesmen's associations should be encouraged and should receive the support and backing of the jobber. We should take a personal interest in them. Practical lines of education can be made an important part of their work as it is ours.

What applies to the jobber and salesman in working along these lines of knowing his cost of doing business and his average of profit, is equally as important to the retailer. Statistics show that 80 per cent. of the failures in business in 1912 was due to faults of these failing. A large percentage of these is due to a lack of knowledge on their part of these points.

The retailer must have some idea of his percentage of cost of doing business, and must know how to add a percentage of profit above that basis. We should encourage this thought amongst our trade, and see to it that our customers know whether they are working on a safe basis or not. We should take more interest in the welfare of our customers. Competition is making it harder for them every day. He must be awakened and shown how to meet it. We should help him, and when we are doing it we are helping ourselves.

For the manufacturer we have a word to say in a friendly way. We are an important chain in his distribution, not altogether for unselfish reasons, but because he has found the jobber the most economical method of distribution. As long as he has selected this method, we believe that we are entitled to a square deal. We believe also that the retailer is entitled to a square deal, and that 85 per cent. of them should not be discriminated against in favor of a preferred class of 15 per cent. The jobber, salesman and retailer should always support the square deal policy.

As distributors, we believe that we are entitled to a fair margin of profit above the cost of distribution, and it is surely not good business to distribute any line of merchandise that does not pay something above that cost.

We believe the jobber should be just as indifferent in the marketing of any manufacturer's products as that manufacturer is indifferent in protecting the majority of his distributors from unfair competition, and in providing a reasonable compensation for his services.

It is just this kind of indifference that encourages jobbers' private brands. We believe that the jobber should just as consistently support

any manufacturer as that manufacturer supports him. Our work is largely educational from start to finish. We should not need education to know that it is necessary to get something above the cost of distribution to exist, but it does seem to be the case. Competition we will always have, but we want it intelligent, not ruinous. To have intelligent competition, every man must know what he is doing. Then he must decide himself individually whether he is going to distribute any merchandise at less than his cost of distribution.

His address was followed by the report of the secretary and general manager, Mr. Alvin M. Graves:—

### Annual Report of Secretary Alvin M. Graves.

Our members who are not in constant touch with what is going on can hardly appreciate the work done in your secretary's office. The fact that we have sent out 14,884 pieces of mailing matter in the last year, received hundreds of business calls and held many conferences and committee meetings around our table, indicates in some measure the importance of the work done in your interest.

We wish to say here, and to have it distinctly understood, that your secretary and general manager holds no conferences of committee meetings for the purpose of fixing or maintaining prices, nor does anything that would in any way operate in restraint of trade.

In pushing forward the work of the association, and keeping up an active interest in its members, it is necessary that your secretary should cover a good deal of territory. This year we have traveled over 14,000 miles calling on members and manufacturers and attending local meetings and State and National conventions.

Four regular meetings of the Executive Committee were held during the year, when questions of importance were discussed and plans adopted for the promotion of our work, and especially has this been the case regarding legislation.

Eight local meetings have been held, four of them in Philadelphia and one in Reading, Altoona, Wilkes-Barre and Scranton, and all were well attended and much interest manifested. The presence of Mr. Bursk at the Altoona and Scranton meetings and Mr. Strauss at Wilkes-Barre was helpful and appreciated by the jobbers present. These local gatherings do a lot of good in bringing together jobbers whose trade closely overlap for a friendly talk, and, incidentally, they strengthen the hands of the association in its efforts for the good of all. We cannot urge upon you too strongly the advisability and necessity of maintaining these local meetings.

The Wholesale Grocery Salesmen's Association, we believe, is deserving of your co-operation. Its purpose, like yours, is to better trade conditions. Their monthly meetings are conducted along educational lines. With proper support we believe they could successfully aid in eliminating many trade abuses.

(Continued on page 21.)

### ELTON J. BUCKLEY

Editor "Grocery World and General Merchant"

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones: Bell, Spruce 2608-2609  
Keystone, Race 746



# Announcement is Made of The Annual Puffed Rice and Puffed Wheat Coupon Sampling Plan

It will be three and one-half times as great as in previous years.

Seven million, six hundred thousand of the coupons will call for a package of Puffed Rice or Puffed Wheat absolutely free.

*You'll get your full profit on every coupon.*  
We redeem from you in cash at the regular retail price. 22,000,000 Magazines will present this gift to women. Here is the list of magazines in which the coupon will soon appear.

Saturday Evening Post  
Ladies' Home Journal  
Woman's Home Companion  
McCall's  
People's Home Journal  
Pictorial Review  
Youth's Companion  
Uncle Remus' Home Magazine  
Modern Priscilla  
Literary Digest  
Outlook  
Vogue  
Canadian Magazine  
Canadian Home Journal  
Woman's World  
Delineator  
Designer  
Woman's Magazine  
Ladies' World  
Home Life  
People's Popular Monthly  
Housewife  
Mother's Magazine  
Leslie's Weekly

Christian Herald  
American Boy  
Holland's Magazine  
Harper's Bazaar  
Canada Monthly  
Canadian Pictorial  
Western Home Monthly  
McLean's Magazine  
*Sunday Magazine of*  
Chicago Record-Herald  
St. Louis Republic  
Philadelphia Press  
Pittsburgh Post  
New York Tribune  
Boston Post  
Washington Star  
Minneapolis Journal  
Buffalo Courier  
Detroit News-Tribune  
Baltimore Sun  
Pittsburgh Gazette-Times  
Minneapolis Tribune  
Louisville Courier-Journal  
New Orleans Picayune

Rochester Democrat and Chronicle  
Philadelphia North American  
Richmond Times-Dispatch  
Omaha World-Herald  
Buffalo Times  
Boston Herald  
Pittsburgh Dispatch  
Detroit Free Press  
Milwaukee Sentinel  
Columbus Dispatch  
Denver Republican  
Worcester Telegram  
Providence Tribune  
New York Sun  
Boston Globe  
San Francisco Call  
Washington Post  
Omaha Bee  
Chicago Tribune  
St. Louis Globe-Democrat  
Cincinnati Enquirer  
Memphis Commercial Appeal  
Denver Rocky Mountain News  
Des Moines Register and Leader

This is a chance to get new trade. Get women started by redeeming their coupons.

***We guarantee the sale*** on goods you purchase to take care of the business sure to follow this offer. Buy two cases each Puffed Rice and Puffed Wheat, and should any part remain on August 1st, we will relieve you of the surplus on request.

## INSTANT ACTION NECESSARY

# The Quaker Oats Company

CHICAGO



Written for the "Grocery World and General Merchant."

## What Three Years of Advertising Quality Groceries Have Done in a Small Town

**The Personal Experience of a Grocer Who First Sold Ordinary Goods, But Found He Was on the Wrong Track. Began Talking, Advertising and Demonstrating Quality and Won Out. Couldn't Sell High Grade Goods Before. Holds Regular Food Shows Twice Yearly. Made Yearly Advertising Contract and Found it Paid.**

We are located in a small Ohio village of 900 inhabitants, surrounded by an excellent farming district, which furnishes most of the labor for our populace. Our



ROBERT M. FISHER.

only town enterprise is a saw mill. Our competition is confined to four other stores, three of these carry general stocks, the other strictly groceries. All good competitors.

In the early spring of 1910 we began to realize that we were not getting our share of the business that was coming to town. We got our heads together and decided to start something—a quality food campaign, and styled ourselves "The Quality and Honest Price Grocery." We went to the editor of our local weekly paper and asked him to give us a price on a three-column ad. (yearly contract) and 150 extra papers each issue. His terms were suitable and we started our campaign at once.

At this time it was simply impossible for us to sell our customers corn at 15 cents per can, peas at 15 to 20 cents, any high-grade canned fruit, 15-cent baked beans or, in fact, any food product of high quality. People seemed sat-

isfied with the cheapest they could buy. We started to advertise such lines at Heinz 57 Varieties, Chef brand fancy canned vegetables, Hunt's fancy canned fruits, National Biscuit Co.'s package cakes and crackers, and several other good quality lines. We peached quality, quality, quality, and in a few weeks we

noticed things were coming our way. People who had not been in the habit of dealing with us began coming in once in a while. At every opportunity we would tell them something of the difference between the cheaper and better quality goods. This did not always satisfy, some people, you know, have to be shown. A nice fancy label is quite a help in selling, but it doesn't quite tell the tale, so we decided to put on a Pure Food Show. We had invitations furnished us by the firms who were to demonstrate, but we believed it would have a better effect if we would have our own printed, which we did, and mailed something like 500 of them. We chose the last Saturday in April for the day and it proved to be ideal. Here is a sample of the invitation:—

grades of canned vegetables, they would not go back to the cheaper ones.

We are selling to-day more 15 cent corn and 15 to 20-cent peas than the cheap ones. Other articles likewise. We now have our demonstrations both spring and fall.

Another hit we made was in the strawberry season. We found that by having our berries shipped to a nearby town, only four miles distant, we could get them fresher, so we made that trip every morning and had fine fresh stock for our trade, at least twelve hours fresher stock than we could have had if they had been shipped to this station. One Saturday we received fourteen crates; they cost us 10 cents a quart and we put out a sign "12½ cents a quart." Our competitor received two crates and put a large sign in his window, "10 cents a quart," thinking he would bring us to it. Well, we had the fancy berries, so kept the price and sold every one.

If you have the right kind of goods you don't have to cut the price. In our advertising we very seldom cut the price; about once a month we run a real good leader, such as the match deal, one dozen boxes, 39 cents; lump starch, three pounds, 10 cents, etc. We lose no money if they are bought right, and it gets a certain class of business. Conditions may have had something to do with our success, but we are still keeping up our newspaper advertising, every week preaching quality and fair prices. We watch the market for new goods, find out all we can about them and then explain to our trade their merit. Persistent work along these lines have brought us an increase in three years of 80 per cent. Quality alone will not do the work. You must have good business tactics.

A few of our maxims:—

Treat every customer courteously.

Learn all you can about the goods you sell.

Keep on the good side of the boys and girls; they are your best friends. When you get their custom you will get the parents'.

Make your shelving look attractive; change the goods around quite often.

### Fourth Annual Pure Food



## DEMONSTRATION

Saturday May 4, Nineteen hundred and twelve, we most cordially invite you and your friends to attend our demonstration of Pure Food Products. Foods which are ready for immediate service or those which take very little preparation are always of special interest.

We will give special attention to demonstrating:

Bakers Chocolate and Cocoa

Have a cup of Hot Cocoa and the Chocolate Girl will give you a souvenir plate.

Heinzes 57 Varieties

Everything that is good and spicy.

Chef Brand Fancy Canned Vegetables

Best by test CHEF Extra Babie Corn.

Jello—The Dainty desert

Just see the good things you can make.

National Biscuit Co., Inner-Seal Package Cakes

The best Cakes and Crackers.

Crisco

The great butter substitute for cooking.

If you will call we will be pleased to show you how completely these products meet your needs.

Carnations for the Ladies.

Yours Truly,

Fisher & Co.,

North Lewisburg, Ohio.

Our store was arranged in the best way we knew how; here and there was a nice bunch of carnations, which we used as souvenirs for the ladies. On one side we built a long booth, and in this we had displayed all of our best food products. Every visitor was given a sample of cakes, baked beans, tomato soup, relish, Jell-O and coffee. Besides sampling these, we had numerous cans of other goods open for inspection. One of our competitors was going to hold a demonstration the next Saturday. After hearing of the one we put on he wired the

coffee and cake firms to cancel the date, confessing he could not put on anything equal to it. Quite a weakness. Never give up, look at the other fellows and then improve. It takes work, but you will get results.

The day proved a great one in every way; we found we were on the right track and resolved to push with our best efforts Quality Foods. Customers who used to think more about the price they were paying for their food began talking about the quality they could get for their money. Once they started using our better



The window display is a great set.

Get the best fixtures you can; the trade is demanding it.

Get the exclusive sales of several good lines; then push them hard.

Most of these are not new, but it is wonderful how a systematic observance of them does the work.

R. M. FISHER.

North Lewisburg, Ohio,

March 10, 1913.

### AMONG THE TRADE.

Joseph M. Craven, who ran in 1908 a branch of the notorious Eastern Provision Co., of Philadelphia, was convicted in the United States Court at Philadelphia on Thursday of shipping oleo to this city under the guise of butter. He mixed butter with it, colored it and sold it as butter to the Independent Provision Co., No. 5 N. Water St. The case was worked up against Craven by Pennsylvania State Agent Robert M. Simmers, who was the chief witness against him. Craven is a brother to M. F. Craven, head of the Eastern Provision Co., who is under several indictments for gross violations of the food law.

A foolish error crept into the last issue of the "Grocery World and General Merchant," when the robber's profit on Ivory soap was given at \$1 per box. As a matter of fact, it is nothing like that. The robber pays \$3.65 to \$3.70 per box for the small size and sells it for \$4. For the large size he pays \$6.42½ to \$6.50 and sells it for \$7.

### New Patents and Trade-marks in the Grocery Line.

Messrs. Davis & Davis, Washington Patent Attorneys, report, this week, the grant of the following patents:—

Washington, D. C., Mar. 11, 1913.

1,055,745. Bag holder. G. C. Harrison, Elyria, Ohio.

### TRADE-MARKS PUBLISHED FOR OPPOSITION.

Ser. No. 65,137. "St. Elmo" for canned goods. Bollinger-Babbage Co., Louisville, Ky.

Ser. No. 65,382. "La Favorita" for wheat flour. Hecker-Jones-Jewell Milling Co., New York, N. Y.

Ser. No. 66,027. "World's Fair" for candies, chocolates and bonbons. P. Margarella, New York, N. Y.

Ser. No. 66,932. "Ward" for bread, rolls, cakes, etc. Ward Baking Co., New York, N. Y.

Ser. No. 67,529. "Lily" for biscuits. National Biscuit Co., Jersey City, N. J.

Ser. No. 68,247. "Gargoyle" for coffee. O. R. Pieper, Milwaukee, Wis.



## Every cake a full pound—16 honest ounces of hard, white, pure soap

Wherever PEARL BORAX SOAP has been introduced women have decided that it's "big moneysworth."

They like it because every cake is a full pound, and because it will thoroughly cleanse anything from a lace curtain to a blanket without injury to hands or clothes. Grocers like to sell Pearl Borax Soap because it *pleases customers* and *sells steadily*. Tell your customers that we give high-grade gifts in exchange for our wrappers, and get the money they've been spending for mail order soaps. They'll like our soap, and you'll like the increased sales and additional profits.

## CHAS. W. YOUNG & CO.

Makers of Soaps of Merit

ESTABLISHED 1877

PHILADELPHIA



### WHAT TO TELL CUSTOMERS

"PEARL BORAX SOAP costs more per bar but less per pound than other soaps. It's really economical, because it's such good, big value for the money. It will wash anything from a lace curtain to a blanket, and you get fine gifts in exchange for the wrappers."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



# WITH THE EDITOR

Quite a number of State Legislatures, the nearest one that of New

## New and Peculiar Laws.

Jersey, are considering bills prohibiting any seller from selling merchandise cheaper in one section than another, "where the intent is to restrain trade or obtain a monopoly." The bill is giving some concern to sellers who for reasons of competition, expediency or credit, sell goods cheaper in one place than in another. The bill need not worry them at all, for it has nothing to do with such practices. It is aimed at concerns who, like the old Standard Oil Co., used to send tank wagons to places where a competitor had gotten a foothold and by selling oil for nothing, kill or hopelessly cripple him in a very short time. If the proposed new law is effective, this practice will henceforth be a criminal offense.

The Legislature of Colorado, however, is considering a bill somewhat similar to the one discussed, which will affect the ordinary trader, and if it extends to other States will cause a revolution in present trading methods. Here is its text:—

It shall be unlawful for any dealer to charge or demand or accept or receive from any person any greater or higher price or compensation, per pound or per pint or per quart or per gallon or per peck or per bushel, for any food, than such dealer has demanded or accepted or received from any other person for the same kind of food on the same day.

It shall be unlawful for any dealer to refuse to sell any food to any person at the same price per pound or per pint or per quart or per gallon or per peck or per bushel, for cash, that such dealer has sold either for cash or credit the same kind of food to any other person on the same day.

It is the purpose and intent of this act to forbid and prevent any discrimination or differences in prices by dealers in the sale of food to persons on account of difference in the amount or quantity of food sold, and the act shall be so construed by all courts in which cases thereunder shall be tried; but nothing in this act shall be so construed as to require any dealer to sell a part of a sack of flour or meal, or a part of a can of canned meat, or a part of a can or bucket of lard, or lard compound, or a part of a can of canned fruit or vegetables.

Wholesale grocers would be more directly subject to this measure than retailers. Every jobber

in business, no matter where, will sell cheaper to a buyer who buys largely and discounts his bills, than to a small buyer who takes sixty days. There is every reason why he should. He could not do it, however, under the above bill, but would have to sell as cheap to the second buyer as to the first. This would inevitably operate against the large quick-paying buyer without helping the small slow one, for the jobber would raise his close price to the small buyer's level rather than cut the higher figure down for all classes of trade. It will be noted that the bill takes no account of quantity; in fact it abolishes the quantity price, as well as all other considerations which make one buyer more desirable than another.

Very likely all this discussion is superfluous, for almost certainly the measure would be unconstitutional.

The Brooklyn, N. Y., grocer whose letter of protest appears in another column has reason to complain. He handles oleomargarine in one-pound packages. It is properly marked and apparently all legal requirements are complied with. A food inspector—whether State or Federal is not stated—went into his store and asked for a half-pound of oleomargarine. A green clerk told him that it came in pounds only, but under the persuasion of the inspector broke a pound package and sold him the half in an unmarked wrapper. Promptly the grocer was summoned for selling a broken package.

Technically the grocer, or his employee, which is the same thing, committed a misdemeanor here. The law prescribes certain sizes and styles of oleomargarine packages, and provides that they shall not be broken because of the danger of selling without proper marking. But in this case, other than technically, there was not the smallest misdemeanor, for two reasons: First, what was done was under the persuasion of the inspector, who laid a trap for an inexperienced employee and coaxed him to fall into

it. Such a man should never be entrusted with the enforcement of law: he should be kicked out of the public service for preying upon people whose only real offense is in being too accommodating. Any victims that he entraps should be set free with a caution to be less kind next time.

Second, there was no deceit, and the fundamental reason for all oleo legislation was therefore missing. The inspector asked for oleomargarine, and moreover asked for it in a half-pound package. He knew what he was getting and got what he asked for. The sale of the half-pound package as this was sold, while unquestionably a technical offense, had no deceiving effect in the given case, for the inspector knew all about it. And what is more important, it would have no deceiving effect in any case where the facts were the same.

There will probably never come a time when the well-told hard luck story has no power to stir, even when it comes after very

many predecessors. Not long ago a Brooklyn, N. Y., subscriber of this paper asked us to aid him in collecting some old accounts, among them a claim of about \$12 against a woman. This journal did what it could, and received from this woman the following moving letter:—

Dear Sir:—In answer to your letter, I will say that I have not refused to pay the bill you have referred to, but have not been able, as I was left a widow with eight children, all small, at the time, and have had to work day and night to try and live.

I will pay when I can. I have had sickness and death in the last few years and children out of work for a year at a time. If you think you can do any better than I can, all right. Respectfully,

The sore trouble that this revealed, and its flat tone of hopelessness, so worked upon the feelings of the staff that they resolved to raise a purse and relieve the widow of this obligation at least. As a measure of precaution, a letter was addressed to the grocer whose claim this was, repeating the widow's statements and asking if they were true. The answer was as follows:—

Would say that Mrs. —'s bill is \$12.95, and that she has had no death in her family since she ran a bill with me, and her children are about all grown. One of the boys was going to throw a collector, that I sent there a year ago, out of the door. She says she has not refused to pay, but she has not paid a cent on the bill, and there is no reason why she can't, as she has four or five children working.

From which it appears that the eight children of a widow may be a millstone or a life preserver, as the case may be. Of course, in the clear light of this letter, sympathy died, and the widow's story was filed away with the reams of other hard luck stories which might have been true, but were not.

## How Oleo Manufacturers Have Been Able to Make Yellow Oleo and Pay Only the Small White Oleo Tax

**Settlement of the Million Suits Against Big Manufacturers to Recover Unpaid Tax Brings Statement from Former Government Official Which Makes Whole Matter Plain.**

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C., Mar. 14, 1913.

Something has been said in this correspondence from time to time regarding the suits which the Government some time ago brought against the large Chicago oleo

manufacturers, to recover unpaid tax. The amount claimed ran into several hundred thousand dollars and the suit was based on the contention that the manufacturers had paid the uncolored oleo tax on oleo that was colored. The manufacturers claimed it was not artificially



colored, but the Government said it had evidence that the color did not, as had been supposed, come from a natural ingredient, but was an artificially produced condition and made the product liable to the one-cent color tax.

Last week it was told that the Government had settled the cases for \$123,000, a small fraction of the amount claimed. This has caused considerable criticism from those who believed that the oleomargarine manufacturers should be tried, and if found guilty, sent to prison. The former Secretary of the Treasury, Franklin MacVeigh, has given the following interesting explanation of the whole case during the week:—

These were not fraud cases. No fraud was charged by the Government. No fraud was committed and no fraud therefore was compromised. There are oleomargarine cases and oleomargarine cases. Those of which the public has heard most are fraud cases—cases in which the oleomargarine law was fraudulently evaded. The cases in question, however, are not in that category.

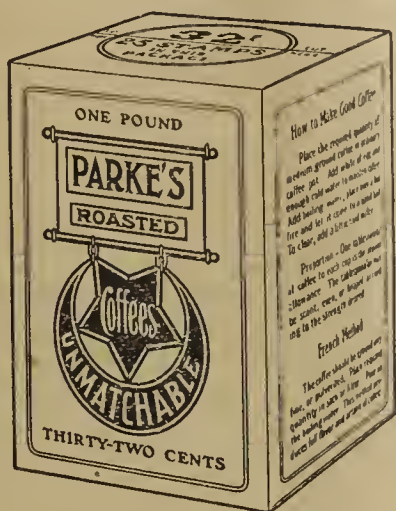
The outline story of these cases is this: The manufacture of two kinds of oleomargarine is permitted by law. One kind may be artificially colored as butter and cheese may. This kind must pay a tax of 10 cents a pound. The other kind, and the usual kind, is taxed at a quarter of a cent a pound and must not be artificially colored. It may be naturally colored by the colors naturally in its permitted ingredients. There is constant effort to obtain natural color in the permitted ingredients. This effort is of course an entirely legitimate enterprise and within the law.

It happens that cottonseed oil is one of the chief ingredients of oleomargarine and also that this oil in its crude state is colored. In the process of refining cottonseed oil, however, for use in oleomargarine, the color has been lost, at least in any process not too expensive to be commercially available. Thus the manufacturers are searching for a process of refining cottonseed oil by an economical process without losing its color.

Now, an Ohio chemist claims to have invented a method that solves the problem. An oil company in Louisville—not an oleomargarine company—used this invention and in 1911 produced oil with some color that was claimed to be natural. This oil was offered to oleomargarine manufacturers.

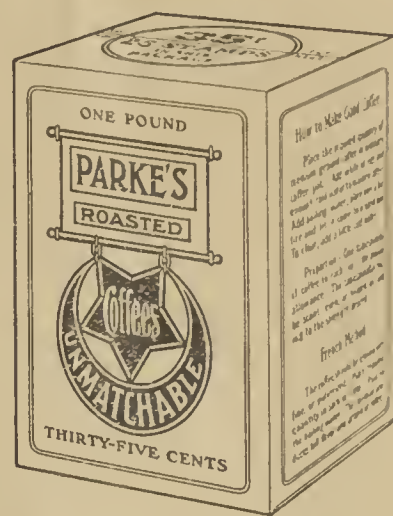
The oleomargarine people brought the oil to the attention of the Bureau of Internal Revenue. The oil then was tested throughout many weeks by the chemical laboratory of the Bureau, by the laboratories of the oleomargarine manufacturers and by private laboratories. It also was tested for sulphur continuously by the Bureau of Animal Industry. No one could find any artificial color.

Finally the manufacturers of oleomargarine connected with these cases became apparently so certain of the legality of this oil that they began to use it with the knowledge of the Bureau of Internal Revenue, but without the Bureau's final decision.

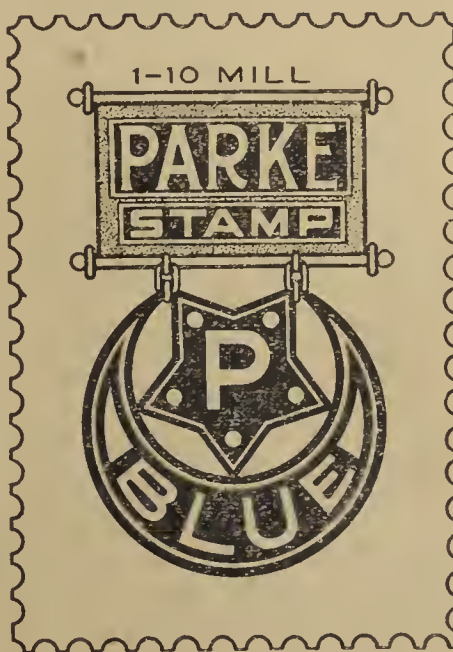


# PARKE'S UNMATCHABLE COFFEE

Is the best  
selling line of Coffee you can handle



Careful blending and roasting gives high cup quality and fine flavor, and our large facilities insure a uniformity that will please your customers and make them keep on buying once you get them started.



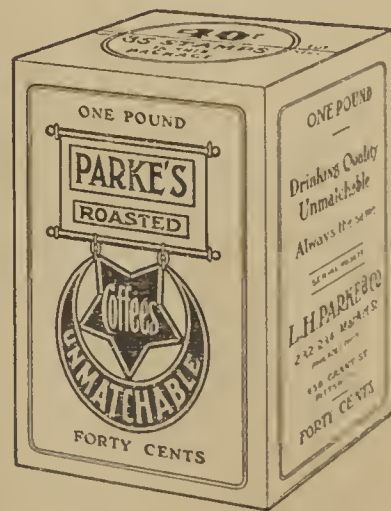
The Parke Stamp is packed with Parke's Coffee, Tea, Spices, Baking Powder, Ammonia, Bluing, etc. Tell your customers to save the stamps, because they are redeemable for hundreds of valuable premiums.



## L. H. PARKE COMPANY

232-234 Market Street  
PHILADELPHIA

638-640 Grant Street  
PITTSBURGH, PA.



### WHAT TO TELL CUSTOMERS

"PARKE'S COFFEES are best value at the price and no matter whether you pay 32c., 35c., 38c. or 40c., I'm sure you'll be pleased. Besides the quality of the coffee the stamps are valuable; don't forget to save them."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



The Bureau meant still to keep its mind open, but was at the end of its resources at the time. The oil had thus been openly used in larger and smaller quantities for some months when the Bureau, by new chemical inquiries, became satisfied that the oil, after all, was artificially colored by sulphur. When this was announced all manufacturers of oleomargarine quit using the oil.

It must be understood that manufacturers of oleomargarine were not manufacturers of oil. They were merely purchasers of it, and knew nothing about it which the Government did not know. It also should be understood that the Government contention that the oil is artificially colored is disputed.

The question between the oleomargarine manufacturer and the Bureau of Internal Revenue was not one of fraud. It was a question of technical liability.

The amounts of these compromises, totaling \$123,000, were proposed by the parties after the Bureau had decided that they could not be released from tax liabilities, and it was found that these amounts were all the Government's evidence would enable it to enforce, and probably more. The offers were for that reason accepted.

The reference to a much larger sum—say, a million dollars—as an amount these parties might have been compelled to pay, grew probably out of the pro forma claims. There was never a real million dollars in the Bureau's mind. Pro forma claims are like figures in suits for damages. One other mistaken impression is that the action was an eleventh hour one. The case had been before the Department for a number of months. It reached me ready for approval in November. In December, when I was about to approve the settlements, I learned that Judge Landis, in the Federal Court in Chicago, proposed to take cognizance of the cases and refer them to a Grand Jury.

I withheld my signature purely in formal deference to the court. I could have approved the settlements at any time and ended the matter, for these cases are administrative and rest with the Treasury Department.

I waited, however, a considerable time and held the matter open still longer to enable a Committee of Congress to make an inquiry and report. I did not finally act until it was evident that Congress would not consider the report.

So, instead of hurrying the decision, I gave way both to Congress and the court. I was guilty of every form of politeness. Finally I acted on my own judgment and upon the recommendation of an administration of the Bureau of Internal Revenue that in ability and character never has been excelled.

This explains with great clearness something that the country has never quite understood—how the oleo manufacturers could make yellow oleo, evade the tax that was imposed on yellow oleo, and get off with the tax that the law imposed on uncolored or white oleo. This, it appears, they can no longer do.

HOLT.

Florida strawberries range from 20 to 30 cents; quality fair and demand good.

## The New York Letter

**Street Railways Open Stores to Sell Groceries at Cost to Employees. Grocers Against Sunday Selling of Uncooked Meats. Oleo Contest on at Albany Again. Matlaga Dead at Seventy-seven. Market Summary.**

Special Correspondence of "Grocery World and General Merchant."

New York, March 13, 1913.

A co-operative store for the army of employees on the city's street railways was opened this week by the company. The management says that it proposes to solve, as far as street railway men are concerned, the problem as to the high cost of living. The amount of saving which the management expects to effect for their employees in the purchase of food supplies it estimates at  $33\frac{1}{3}$  per cent.

Only one store was opened this week. It is located on Eighth avenue, near 49th street, near some of the largest barns, in a neighborhood where a large number of the employees have their homes. It is proposed, however, to open a half dozen stores in all. The second in the chain is to be opened in a month or so at 129th street and Third avenue, another center for street railway men.

The stores are to be owned by the New York Railways Co. and the Interborough Rapid Transit Co., affiliated companies. F. H. Garde is in charge of the store already opened and he is to be general superintendent of the chain of stores when they are in operation.

The companies have 20,000 men on their pay rolls in the transit departments, including motormen and conductors. Adding the clerical staff, they have 28,000. It is stated that a large majority of the employees have expressed their determination to buy their food from the company's stores.

These stores are to be fine and large, with tile and marble and sanitary improvements.

The first store starts off by selling "the best eggs" at 20 cents and "the best butter" at 35 cents. The management says that these products are equal to the fancy supplies of the best grocery stores which are getting considerably higher prices. The regular stores in the part of the city in which your correspondent lives get about 30 cents for the best eggs now and

about 40 cents for the best butter, and these are probably average prices.

Outsiders are not to be permitted to buy at the railway stores. The management says that only persons having cards or passes, showing that they are employees or members of the families of employees will be allowed to buy anything in these stores. It is stated that precautions will be taken to prevent any outsiders from getting the privilege of buying at the stores.

This will be a development of importance to grocers in many parts of the city, in fact to grocers in most parts of the city. It looks like an arrangement under which many thousands of customers are suddenly diverted from the regular grocery stores into a co-operative enterprise. Without doubt many grocers in the neighborhoods where railway men are numerous will seriously feel the loss of their trade, whether such loss be temporary or permanent. The management seems to have no doubt at all, it may be said, as to the enterprise proving a permanent success in bringing about the results that have been outlined.

As to the ability of the company's stores to undersell the regular groceries, it must be noted that the company stores are all to be located in company property. The management announces that the stores are not to be charged with overhead expenses. The company has ample capital and resources, it can buy in large quantities and it is able to get all kinds of courtesies from the transportation lines which bring food and produce to the city.

There will be more or less of suspicion as to the company's ability to prevent outsiders as well as employees from getting supplies at the stores, if outsiders wish to get them there. The railway men will gladly buy extra supplies for a neighbor or two if it is a real matter of accommodating workers in other lines.

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The grocers' and butchers' associations of the State have been

sending protests to Albany against the Levy bill, which is designed to permit the selling on Sundays of all kinds of uncooked meats. A hearing was given early in the week at which officers of the State associations of retail grocers and of butchers submitted arguments against the bill.

The ostensible object of the bill is to give the Jewish butchers fair treatment by allowing them to keep open Sunday, as many of them close their stores on Saturdays.

In opposition to this claim the opponents of the bill say that it would really be the entering wedge for a general reopening of the stores, Jewish and Christian, on Sundays, as competition would oblige many storekeepers to open on Sunday, although they prefer to keep their stores closed, as they now do.

It is further said that many Jewish butchers and grocers are against the bill. It is said that many of them are included in the membership of one of the associations that is most vigorously fighting the bill.

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The oleomargarine question is again up at Albany. A bill is before the Legislature to increase the license of the retailer who sells oleomargarine from \$6 to \$20 a year, also to increase the license fees of manufacturers and wholesalers. The grocers, through their State association, are opposing this bill. It is said that it is proposed in the interests of the creamery plants. The bill, it is said, if it became a law, would increase the expenses of the dealers so that the price of oleomargarine would necessarily be advanced, and that is said to be the real object of the creamery companies who would not fear the competition of oleomargarine if the price were sent up a little.

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A third bill which has met with opposition from grocers proposes to limit the hours of labor of employees in grocery and provision houses to 70 hours a week.

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One of the bills pending at Albany is designed to facilitate the organization of co-operative associations. In relation to this, President L. J. Lippmann, of the National League of Commission Merchants, says that the principle of co-operation has been applied in various ways in the last 50 years, but



ever in the right way. All such schemes have failed to accomplish what was intended.

He suggests co-operation among producers in studies of soil and climatic conditions and also of methods of grading and packing fruit and vegetables.

Much waste now occurs, Mr. Hippman says, because of careless methods of grading and packing, as a result of which produce arrives in worthless condition in the big centers of population. He says that the producers should realize how important it is not only to grow the produce that is desired, but to see that it gets to market in proper condition and without any unnecessary waste.

Another point made by commission men is that food products should be distributed in a more systematic and scientific way in the big consuming centers. An illustration is given of how the present methods work to the disadvantage of many. Tomatoes may be reported at \$2 in Boston and \$3 in New York. The telegraph reports this to shippers everywhere. Immediately vast quantities of tomatoes are shipped to New York from all points, with the result that there is soon a big surplus in that city and prices break to \$1.50, while in Boston they rise to \$3.

It is claimed that this sort of thing is constantly happening and that with proper study conditions could be equalized to the general benefit.

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Charles Frederick Mattlage, head of the firm of Charles F. Mattlage & Sons, the well-known dealers in salt fish and provisions in Greenwich street, died Monday at his home in Hoboken, N. J., in his 77th year. The surviving relatives included his son, C. Henry Mattlage, who had been in practical charge of the business since his father's health began to fail a couple of years ago.

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The big Brooklyn food show will close Saturday. It has been most successful in all respects, with an attendance that will break all records for Brooklyn, it is believed, by the time the doors close.

#### SUMMARIZED MARKET CONDITIONS.

Spot coffee continues to sell in a jobbing way only. The heavy op-

## GET THE MONEY OUT OF



The money is in PRIZE BUTTER if you'll do your part to get it. PRIZE BUTTER will be packed to suit your trade—you can get it in a carton, tub or print, colored and salted to suit. You can depend on it being *uniform* in *quality* and *flavor*, so it will *always* please your customers, and you know the satisfaction in handling a butter that both you and your customers *could depend on*—no complaints, no dissatisfaction. Our name on a butter is a guarantee to you, because it's a guarantee to your customers. Our GURNSE BUTTER is the leader in Philadelphia, and we're going to make PRIZE BUTTER the biggest seller in the State of Pennsylvania. All you have to do is push it and get the benefit of the steady stream of sales and profits.

## P. F. BROWN & CO.

39, 41 and 43 South Front Street

PHILADELPHIA



#### WHAT TO TELL CUSTOMERS

"PRIZE BUTTER is well named, because it's *winning friends* for us every day. Try it and let me know how you like it. One of the best things about it is that it's made by a responsible concern, and you can depend on it being always uniform in quality and flavor."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



tion market has not quickened the spot trade, as roasters are encouraged to hold off for lower quotations. Prices are fairly steady, but are somewhat nominal and might be shaded on large transactions. There is a hand-to-mouth inquiry for mild grades.

Teas are quiet and steady, although quotations could be shaded on any large business. The country continues to buy for requirements. Greens are rather scarce, but Japans are heavy because of accumulated supplies.

Refined sugar is quiet and steady. Withdrawals are in fair volume for the actual requirements of the country. The Arbuckles are firm at 4.35 cents and other refiners are taking business when offered at 5 points less.

The market for canned vegetables of all kinds continues dull. It is too early for the brokers and packers to feel the influence of the Canned Foods Week. The effects, it is expected, will be felt first in moving the supplies now in the hands of the retail and distributing trade. It is admitted that the stocks of several lines, especially corn and tomatoes, left over from last season, are unusually heavy. The criticism is also made that a large part of the pack, so left over, is of inferior quality and this without doubt retards its consumption. Another factor tending to keep the stocks on the shelves of the retailers is the competition of fresh vegetables coming from various remote points in larger quantities than usual. The brokers also think that the distributing trade should do more cutting of prices in order to move supplies on hand into consumption, but dealers, wholesale and retail, are naturally loath to cut prices on supplies which they bought early at top figures.

Canned fruits are generally firm, as offerings are limited. The market for extra standard lemon cling peaches is said to be cleaning up, so that prices on the spot are firmer.

In canned fish the approach of Salmon Day has not affected the local market as yet, and the demand seems to be only for small lots on which the buyers seek concessions. Other lines of canned fish are quiet.

Dried fruits are selling in a hand-to-mouth way only. Most of the demand for prunes is for the larger sizes. Forties are most wanted and on that size the trend of prices is upward. The decreas-

ing supply of 40s is adding strength to the demand for 50s to be shipped from the coast. Spot peaches and apricots are having a fair jobbing sale out of local stocks, but little is doing in forward shipments. Raisins are dull and the tone of the market, both spot and future, is easy. Currants are steady, although the demand is light.

Some of the mills have reduced their quotations on flour as a result of the decline in wheat. Several of the standard brands of spring wheat patents have been offered as low as \$4.30 in jute, in the last day or two, but buyers are showing no eagerness to place orders even at the reduced prices. The spot situation is admitted to be weak. The small buyer, in the market for a car lot or two, is about the only one profiting from the present situation. Receipts are light and this will tend to reduce the surplus stocks.

Butter is fairly steady, with most grades selling well. The supply of extras is sufficient and they are bringing 36½ to 37 cents. The firm tone of the undergrades holds the entire market quite firm. The firsts readily bring 35 to 36 cents; seconds from 33 to 34½. Anything in held butter below 35 cents sells promptly. Even the top grades of held butter are picked up without delay, buyers paying 35 and even 35½ cents for fine goods. The best grades of process butter are selling well at 26 to 28 cents.

The egg market has been weak and irregular. Receipts are heavy, but some of the arrivals are held under orders to await better prices and this is reducing somewhat the quantity of supplies that are being urgently offered. Some speculative interest is also appearing. Best grades of Western eggs sell at 18 to 20 cents; the top grades of nearby eggs bring from 20 to 25 cents.

FRED. A. MCGILL.

## ASSOCIATION NEWS

### Little Rock, Ark.

An affair held recently by the Little Rock, Ark., Chamber of Commerce holds a suggestion to other retail merchants' associations. It was a lecture by the illuminating engineer of a large lighting company on "The Modern Illumination of the Store." The talk was illustrated with pictures showing the right way and the wrong way to light a store.

## Pennsylvania Appeal Court Says Philadelphia Retailer Not Liable for Damage Done by Can of Dove Molasses

**In Case Brought by Philadelphia Dressmaker Against J. Joseph Katz Superior Court Finds that Plaintiff Never Ought to Have Sued Retailer. Simply Handled Can as Ordinary Merchandise, Without Suspicion of Defects. Mr. Katz Says M. H. Alexander Co. Left Him to Bear Brunt Alone, Though All Fault in this Case Was Theirs.**

Reference has been made from time to time—including last week, when the case was concluded—to the case brought against J. Joseph Katz, a Germantown grocer, by Susan McSorley, a Philadelphia dressmaker, to recover damages for the explosion of a can of Dove molasses. This week the "Grocery World and General Merchant" is able to present the opinion of the Appeal Court, which decides finally that the grocer is not liable.

A case like this might arise in the experience of any grocer at any time. Mr. Katz sold a can of Dove molasses to the McSorley woman. It was not sealed, but the tin lid was pressed into place and had the effect of sealing. Mr. Katz sold the molasses as "perfectly safe and all right." The woman took it home and while trying to open it, something flew up—it was not clearly shown what—broke her glasses and cut her. She sued Mr. Katz for heavy damages, but the jury gave her only \$75. Mr. Katz succeeded in having the lower court set the verdict aside and the woman then appealed. The Superior Court, in its opinion, now says the lower court was right in setting the verdict aside, and this ends the case. The opinion is as follows:—

No. 65.

Susan McSorley  
vs.

Joseph Katz.

No. 57, October Term, 1912. Appeal from the judgment of the Court of Common Pleas, No. 2, of Philadelphia County.

Opinion by Orlady, J.

This action of assumpsit was brought to recover damages for injuries sustained by the plaintiff in consequence of an accident which she describes as follows: Katz was the proprietor of a grocery, to which the plaintiff went on September 2, 1905, to purchase a pint of molasses. Katz stated that he did not have it loose, but he had it

in cans, which the plaintiff agreed would do, and it was furnished to her in the usual course of purchase of such articles. It was in a closed tin can, but was not sealed by any added substance. The tip, or crown, was firmed (forced) in by pressure into a place, like a ground joint, for its reception. The label on the can stated, "This is a sanitary sealed can, thereby insuring absolutely pure food; compound 75 per cent. pure open kettle molasses, into which 25 per cent. pure grape sugar has been dissolved, then thoroughly refined. The molasses in this can being in a condensed form, will not ferment. For baking purposes less is required than ordinary molasses. None genuine without our signature. M. H. Alexander Co., New Orleans."

When the can was submitted to the purchaser, she inquired, "Is this molasses all right?" and the grocer replied, "Oh, yes, it's perfectly safe and all right." He was then asked how it was opened, and replied, "You will have to lift the lid out." She paid the price, 10 cents, and on arriving at home put a paring knife under the lid to pry it off, when, as she states, "The lid of the can was thrown off and something was thrown out like the shot of a gun and struck me full force in my left eye; my spectacles were broken and fell on the floor and quite a lot of this broken glass ran into my eye." Medical attention was promptly rendered and the can was set aside in the shed, where the accident happened, and remained there until March 25, 1906, when it was delivered to her counsel.

The plaintiff stated that neither the molasses nor the lid of the can struck her eye. There was no diminution of the contents of the can by the explosion; there was no examination made of its contents; there was no evidence of its being deleterious or unfit for food, or that it was fermented at the time of the accident or at any time subsequently. Whether the cap or top of the can, when being suddenly relieved, by the pressure of the knife under the rim or edge from its firmed place in the conformed shape, caused it to spring free by the release of the pressure, was the cause of the explosion, as she calls it, is not definitely known, but it is just as probable as the theory suggested by the plaintiff. It was not the happening of an accident with the means of prevention under control of the defendant, but under the evidence, it was due to a latent unsuspected cause, in the handling of a trade article, and capable of inspection and examination by one party as the other. When the plaintiff rested her case, the defendant moved for a nonsuit, which was denied, and after further testimony the case was sub-



mitted to the jury, resulting in a verdict in plaintiff's favor for \$75, which verdict was set aside and judgment entered for the defendant by the court on a motion for judgment non obstante veredicto, and the plaintiff brings this appeal.

It is conceded that the defendant simply handled the can of molasses as an article of merchandise, and had no knowledge or reason to suspect that it was other than indicated by the manufacturers' label on the can.

This action is founded on the theory that the defendant by stating that the molasses was perfectly safe and all right, warranted the character and quality of the contents of the can. Whether this be so or not is not material here, as there is not a shred of evidence in this record to challenge that statement. "The molasses is all right and perfectly safe," and the motion for non suit should have been allowed. We held in *Strawbridge vs. Hawthorne*, 47 Pa. Superior Ct., 647, in determining the correctness of the judgment n. o. v. under the Act of April 22, 1909, P. L. 286, the test is whether binding instructions for the defendant would have been affirmed at the close of the trial.

In the testimony adduced by the defendant, nothing was added to support the plaintiff's contention, and the point submitted by the defendant "under all the evidence in the case, your verdict must be for the defendant" should have been affirmed and binding instructions given.

This being the only assignment of error, it is overruled and the judgment is affirmed.

The case is not as valuable an authority as it would be if the court had thought it necessary to decide the fundamental questions which were in the case, the chief of which was: "Is a retail dealer responsible for damages done by the contents of a sealed package which he does not pack, when he is ignorant of the defect which caused the damage?" Mr. Katz, through his counsel, Elton J. Buckley, argued that he could not be held responsible, because he was merely the channel through which the goods flowed from producer to consumer, knowing no more about their character than the consumer himself. The court upholds that view, though partly on the theory that the plaintiff presented no adequate evidence that the molasses was bad.

Mr. Katz reports that the M. H. Alexander Co., manufacturers of Dove molasses, were exceedingly mean and ungracious throughout the whole case. Whatever fault was present was their fault, yet they left their customer to bear the entire brunt of the expense of defending, and the publicity, and paid no attention to him. Mr. Katz is now considering a suit against them for damages.



## "As Easy to Handle as a Can of Tomatoes"

FRANKLIN CARTON SUGAR is as easy for the grocer to handle as a can of tomatoes or a bottle of pickles. It's ready to sell when you get it. It requires no weighing, no wrapping, no tying—we've done all that for you at our refinery. We pack FRANKLIN SUGAR in CARTONS because the margin in sugar is so small that if you buy it in bulk and weigh it out, put it in bags, stand for the cost of bags, twine, labor and loss by overweight, you **LOSE MONEY**. FRANKLIN CARTON SUGAR enables you to make a **PROFIT** instead of a **LOSS**, because it costs you nothing to handle. Your customers like the clean, neat CARTONS and, once having bought FRANKLIN CARTON SUGAR, will always ask you for it because of its cleanliness, quality and purity.

## The Convenience of the "Container"

FRANKLIN CARTON SUGAR is packed in containers holding 24, 48, 60 and 120 lbs., according to the grade of sugar, the fastest selling grades not being packed less than 48 lbs. to the CONTAINER and you are thus enabled to buy to suit the needs of your trade. The CONTAINER is a heavy fibre case that is guaranteed to carry its contents in perfect condition, but, is easier for you to open than a box or barrel—a penknife will open it.

## THE FRANKLIN SUGAR REFINING COMPANY PHILADELPHIA

"Your customers know that FRANKLIN CARTON SUGAR is **CLEAN** sugar"



### WHAT TO TELL CUSTOMERS

"FRANKLIN CARTON SUGAR is the cleanest, purest, finest grade sugar that can be made, and the CARTON keeps it clean. All our customers like it and I'm sure you will if you try it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants





We would be pleased to have for publication in this column the ideas of our readers upon trade topics being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

#### Who Wants This Coffee Mill?

Malvern, Pa., March 11, 1913.  
To the Editor.

Dear Sir:—Enclosed find check for subscription renewal. I have a large Star coffee mill I would like to sell, one that stands on the floor. I have put in an electric mill and have no use for it now. It is in good condition and I will sell it cheap.

Yours very truly,  
C. H. EDWARDS.

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#### To Get Matter for "Canned Foods Week."

East Downingtown, Pa.,  
March 10, 1913.  
To the Editor.

Dear Sir:—Please give me the address of where to send to get the advertising matter that is being put out for Canned Foods Week, and oblige,

Yours very truly,  
A. L. SILKNITTER.

Write John A. Lee, chairman,  
Central Canned Foods Committee,  
Chicago, Ill.

\*\*\*

#### Legal Articles in Book Form.

Jersey Shore, Pa.,  
March 7, 1913.

To the Editor.

Dear Sir:—Do you have a book or pamphlet on the legal phase of collections and other matters pertaining to merchants interests by Elton J. Buckley?

Yours truly,  
YOUNG & ZERBE.

The articles on "Legal Phases of the Retail Business" are not yet published in book form, but their author has that plan in contemplation.

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#### Brooklyn Grocer Protests at Food Inspector's Injustice.

Brooklyn, N. Y., March 10, 1913.  
To the Editor.

Dear Sir:—On January 29, 1913, a food inspector from the Board of Health came into my store. I was waiting on a customer at the vegetable side of my store and this inspector had my clerk (a green boy) wait on him. The inspector asked my clerk for a half-pound of Moxley's oleomargarine. The boy went for same and informed the inspector that we had no half-pounds and

only had this brand in pound packages. The inspector induced this green boy to cut the package in half (breaking the package). I am now being summoned to court for breaking packages of oleomargarine. Now it is the limit when an official will deliberately ask a green clerk to commit a misdemeanor and then have the boss who is trying to make an honest living brought to court. My lawyer advised me that he will show this inspector up, but that isn't what hurts (the cost of lawyer, etc), it is that I have several nearby competitors who will use such arguments as "Mr. H. was caught by a Pure Food Inspector and brought to court," to the customers; that is what hurts the most.

Yours respectfully,  
"H."

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#### Salmon Day.

Seattle, Wash., March 10, 1913.  
To the Editor.

Dear Sir:—We are sending herewith literature which we are placing on all trains and in the leading cafes for Salmon Day, March 14th, believing that you might be interested in knowing the kind of publicity that is being put out on this particular occasion.

As a matter of general interest, you may be interested in knowing that the Puget Sound Salmon Cannermen's Association and the Association of Alaska Salmon Packers will hold their regular meetings in Seattle on Friday and Saturday, the 14th and 15th, thus making it a general gathering of the salmon packers on Salmon Day.

The Salmon Cannermen's Association is gratified at the interest manifested by the wholesale and retail dealers, in the "Story of the Salmon," as shown by motion pictures and stereopticon slides at the Louisville convention. Many requests for dates at public gatherings and club meetings are being received.

Thousands of the little blue book, "The Story of the Salmon," and the circulars "Useful Information About Canned Salmon" have been mailed out upon request.

We believe that the sentiment expressed in your paper from time to time, the impartial manner in which you treat trade topics, giving a practical turn to things that have heretofore been technical and theo-

retical, is having an influence for good on the trade generally, and through it upon the manufacturer and producer.

Assuring you that it will be a pleasure for this office to serve you at any time by furnishing information or otherwise, we are,

Very truly yours,

W. I. CRAWFORD,  
Secretary Puget Sound Salmon Cannermen's Association and the Association of Alaska Salmon Packers.

"Salmon Day," an innovation, occurred last Friday, the 14th, and made but little stir in the East. The literature consisted of general information regarding the catching, packing and consuming of salmon.

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#### McCaskey Register Co. Talks About Government Suit Against It.

Alliance, Ohio, March 11, 1913.  
To the Editor.

Dear Sir:—A great deal of misinformation, some of it unjust to us, is being printed in the newspapers regarding the Federal suit recently brought against us. The injustice lies mostly in the "scare heads," which are incorrect in stating the purpose of the suit and thereby have a tendency to injure us. For instance, we have seen clippings stating that the suit is to "dissolve" us, a radically wrong and injurious statement. So we think it best to answer the mass of inquiries and try to correct, to some extent, these unjust and injurious statements by stating that the purpose of this civil suit is simply to ask for an injunction to restrain us from continuing certain alleged illegal methods.

The bill which we are informed has been filed against us by the United States Government, charging violation of the Sherman Law, we understand contains charges that are the same as those made against the McCaskey Register Co. in the proceedings instituted by the Attorney-General of the State of Ohio. After a thorough investigation in the part of the Attorney-General's office it was found that the charges made were without foundation and the bill is dismissed. The records will show that the McCaskey Register Co. has been exceptionally clean in its business methods and we have no fear whatever as to the outcome of this suit.

On each occasion when similar suits have been filed against us, it has developed that they have been instigated by competitors who have been endeavoring in every conceivable manner for several years to bring about a consolidation or force us to buy them out. The McCaskey Register Co. has never bought out any competitor and is absolutely free from being a violator of the Sherman Anti-Trust Act. The phenomenal success of the McCaskey Register Co. has been due solely to its superior products and fair dealing. The suit which has been recently filed in Cleveland is what is known as a civil action, in which the complaining parties asked the

court to enjoin the McCaskey Register Co. from doing certain acts which they allege have been performed in violation of the right of competitors. This suit is not in any way similar to the proceedings brought by the Government against the National Cash Register Co.

The action brought against the National Cash Register Co. and recently tried in Cincinnati, was a criminal proceeding in which the National Cash Register Co. was charged with violating the criminal provisions of the Sherman Act. As above stated, the case recently commenced in Cleveland against the McCaskey Register Co. is of the civil nature, and in no sense a criminal proceeding.

The McCaskey Register Co. has never engaged in manufacturing cash registers, but its business consists in manufacturing filing devices for the use of merchants in keeping accounts with their customers. We feel that upon investigation being made by the proper authorities that it will be developed that the company has not been guilty of the acts of unfair trade charged in the bill which has been filed, and as a result of such investigation the company will be entirely vindicated as to the manner in which it has conducted its business.

Respectfully yours,  
THE McCASKEY REGISTER CO.,  
Alliance, Ohio.

These trade-mark crisscross lines on every package  
**SPECIAL DIETETIC FOOD**  
Flour for cases of  
**KIDNEY AND LIVER TROUBLES**  
REQUIRING RATHER STRICT DIET  
Unlike other goods. Ask physicians. For book or sample, write  
FARWELL & RHINES, Watertown, N. Y., U. S. A.

## Electric Light Value

Nowadays there are very few merchants who do not understand that a light, bright store means more trade with the public and better work from the employee. If you use Electric Light in your Grocery Store you not only employ the most efficient method of illumination, but you also receive good advertising value. Tungsten lamps have cut the cost of Electricity more than one-half.

**The Philadelphia Electric Company**

TENTH AND CHESTNUT STS.



## Books As if New Food Law Would Not be Radical.

Senate Committee Hears State Chemists on Benzoate of Soda and Sulphur Dioxide and Impression Gains Ground that New Bill Will Permit Use of These and Also Contain Most of Old Bill's Desirable Provisions. Bill to Provide for Honestly Obtained Credit Passes House Finally. Progress of Mercantile Tax Repealer.

Special Correspondence of "Grocery World and General Merchant."

Harrisburg, Pa., March 14, 1913. The bill making it a criminal offense to make false statements for the purpose of obtaining credit came up in the House during the week and passed finally, after slight amendment. As adopted the bill reads as follows:—

### AN ACT

Making it a misdemeanor to make or use a false statement or statements in writing for the purpose of obtaining property, money, credit or the extension of credit, and providing penalties for the violation thereof.

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That it shall be unlawful for any person knowingly to make or cause to be made, directly or indirectly, or through any agency whatsoever, any false statement in writing with intent that it shall be relied upon respecting the financial condition or means or present ability to pay of himself or of any other person, firm or corporation in whom he is interested, or for whom he is acting for the purpose of procuring in any form whatsoever, either to himself or to the person, firm or corporation in whom he is interested, or for whom he is acting, either in the delivery of property, the payment of cash, the making of a loan or credit, the extension of credit, the discount or sale of an account receivable, or the making, acceptance, discount, sale or endorsement of a bill of exchange, promissory note or of negotiable instrument for the benefit of either himself or of any such person, firm or corporation.

Sec. 2. It shall be unlawful for any person who, knowing that a false statement in writing has been made respecting the financial condition or means or present ability to pay of himself or any person, firm or corporation in whom he is interested, or for whom he is acting to procure or receive upon the faith of such false statement for the benefit either of himself or of any person, firm or corporation in whom he is interested, or for whom he is acting, any property, the payment of cash, the making of a loan or credit, the extension of credit, the discount or sale of an account receivable, or the making, acceptance, discount, sale or endorsement of a bill of exchange, promissory note or of any negotiable instrument.

Sec. 3. It shall be unlawful for any person who knowing that a statement in writing has been made respecting the financial condition or means or present ability to pay of himself or of any person, firm or corporation in whom he is inter-

ested, or for whom he is acting, to represent subsequently in writing that such statement theretofore made if again made would still be true when in fact such statement if then made would be false and to procure upon the strength thereof for the benefit of himself or of any person, firm or corporation in whom he is interested, or for whom he is acting, any property, the payment of cash, the making of a loan or credit, the extension of credit, the discount or sale of an account receivable, or the making, acceptance, discount, sale or endorsement of a bill of exchange, promissory note, or of any negotiable instrument.

Sec. 4. Any person violating any of the provisions of this act shall be guilty of a misdemeanor and shall, upon conviction thereof, be sentenced to pay a fine not exceeding one thousand dollars (\$1,000) or to undergo imprisonment not exceeding one year, or both, at the discretion of the court.

Sec. 5. All acts or parts of acts in so far as they are inconsistent herewith are hereby repealed.

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The Senate Committee on Health and Sanitation held a closed session last Tuesday and considered the pending food laws. Dr. Adolph Koenig, head of the Pennsylvania Pharmacy Board, and Dr. Charles H. Lawall, State chemist, were heard on the effect of benzoate of soda and sulphur dioxide on food. No other testimony was heard, and after the meeting the rumor started that the committee would recommend a bill allowing the use of benzoate as now, and a reduced percentage of sulphur dioxide, permitting the use in candy of the seven coal-tar colors approved by the United States Government, allowing the use of glucose and talc on rice, and putting back the retailer's guarantee clause. A bill containing these provisions would be practically like the present law.

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The bill to repeal the mercantile tax passed second reading in the House during the week, but there is very little hope that it will eventually pass.

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A new oleo bill was introduced in the Senate by Mr. Endsley, of Somerset County, which is said to have the backing of the Dairy and Food Department. It amends the present oleo legislation by providing that oleo shall be considered colored in imitation of butter and therefore be prohibited, when "it has a tint or shade containing less than 70 per cent. of white as determined by color analysis."

R. C.

New Bermuda potatoes range from \$5.50 to \$6.50 per barrel, and are selling well.



## SKIPPER SARDINES

### A GOOD THING

SKIPPER SARDINES are the finest Norwegian Sardines that come to this country, from a land that packs the finest Sardines in the world. Tender, spicy little fish in pure olive oil or tomato sauce. Your customers are sure to like them.

There has never been a Sardine success like SKIPPER SARDINES; why? First, because of quality, of course, but second, because we guarantee both the sale and your profit.

**Angus Watson & Co.**

SOLE PROPRIETORS "Skipper" Sardines.

1011 Chestnut Street, Philadelphia, Pa.

Branch of Angus Watson & Co., Newcastle-upon-Tyne, England

## \$5.00 for Six Tea Caddies

A Quarter of a Century's Experience and Success lies back of this offer. Each caddy 14 inches high, 11 inches deep, and 9½ inches wide. Would make great **Red and Gold Display** of 57 inches on your shelves, and contain 90 lbs. Construction of the best, seams double, material heavy tin plate, damp proof, lid strongly hinged, with catch and lip to keep out dust. Made in my own shop. **Money back if not as represented.** Lacquered all over, black in back, red with gold scroll work in front. Name of Tea put on FREE. Shipment at my expense. Remit to **H. F. Heacock, Grocers' and Butchers' Fixtures and Supplies of All Kinds, 51 N. Second Street, Philadelphia, Pa.**

## We Keep But One Secret

Almost everything about RUMFORD BAKING

POWDERS has always been as open as the sun. We say freely what it contains—phosphate, starch and soda—and nothing else. Only our method of mixing and blending these food leaveners do we properly keep to ourselves.

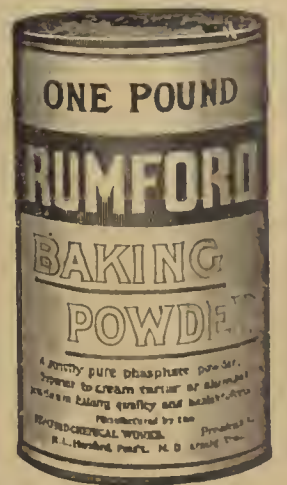
No other baking powder made compares with RUMFORD POWDERS for a minute. It is absolutely wholesome, even nutritious, and is a leavener par excellent. No consumer who ever used

it dropped it because it wouldn't do the work.

Furthermore, no retailer can complain of the profit it pays.

**Rumford Chemical Works**

PROVIDENCE, R. I.







**CXCVIII.—How and When a Man May Put His Business or His Property in Another's Name Without Laying Himself Open to Attack by Creditors.**

Many business men, at some time in their careers, consider for one reason or another the question of putting their business, or their property, in somebody else's name—their wives', for example—and the object of this article is to throw some light on how and when they can do that without laying themselves open to attack from creditors.

Conducting a business in a wife's name, or putting one's real estate in a wife's name, is by no means always a matter of evading creditors. More often, I think, it is done for the purpose of safeguarding her—so that she will have something in case trouble comes—and done for that purpose, it is of course a thoroughly justifiable and even a laudable thing.

The law makes a difference between the putting of real estate in another's name, and doing the same to personal property. And, of course, it makes a difference between a solvent debtor's doing it and an insolvent debtor's doing it.

A man who is perfectly solvent, and who owes no debts, or holds enough back to pay them, has a perfect right to transfer his property in any way he likes. He can give it away if he chooses. He cannot continue to draw the income from it, however, without making it liable for his debts. In other words, as the law phrases it, he cannot have the benefits of ownership without its burdens. This refers particularly to real estate.

I know a wholesale merchant in a small town near Philadelphia who up to a year ago owned nine small houses in his own name. He then put them in the name of his son, but continued to manage them himself and to

draw the income. Suddenly he died, and his estate, without the nine houses, proved insolvent. With the houses it could pay dollar for dollar and a little over.

The creditors heard of the transfer and went after them. The son defended, but the court held that the properties were liable to the former owner's debts; that if he took the revenue from them and controlled them, they were liable for his debts, no matter whose name they were in.

A man may convey and transfer everything he has, real estate and personal property, even if he is insolvent at the time, provided the transaction is a bona fide one, and made for a valuable consideration. This is done on the theory that where an insolvent debtor sells a \$5,000 business for \$5,000, his estate is worth precisely as much to his creditors afterward as it was before, for one consideration has merely been traded for another.

Very often, however, such sales are fraudulent, by which I mean made merely to put the property under cover, to defraud the creditors, or for an inadequate consideration. In such cases, the creditors can still go after the property, or whatever it is, in spite of its transfer, *provided there is any evidence that the buyer knew of the fraud*. If there is no such evidence, the buyer will be protected; the property then cannot be gone after by the creditors, who will have to go after the proceeds.

Exceptions to this rule are sales of stock and fixtures in a lump under the various bulk sales laws. These acts all hold that such sales, if advance notice is not given creditors, will be fraudulent, as to the creditors, who can then go after the property in

the buyer's hands. This because the buyer must have also been negligent if no notice was given; therefore he must suffer.

I have been discussing here an outright sale—a sale which disconnects the seller with the business, or with the property. Naturally, that is a different transaction from one where a man merely puts everything in somebody else's name and continues to run the business, as "agent" or "employee." What is his status? It is well settled that if he owes debts, and has enough real or personal property to pay them in full or in part, he cannot remove it from his creditor's reach merely by transferring it to somebody else.

If it is a business that is transferred, meaning stock and fixtures, this is particularly true if the seller continues to stay with it in the same place. It is the universal rule that a transfer of stock and fixtures without actual change in possession is either a fraud on creditors, or is prima facie evidence of fraud. Some States (California, Colorado, Connecticut, Delaware, Florida, Idaho, Illinois, Iowa, Kentucky, Indiana, Missouri, Montana, Nevada, Pennsylvania, South Dakota, Utah, Vermont and Washington) say it is a fraud absolutely, for which no explanation will be accepted. The majority of States (Alabama, Arizona, Arkansas, District of Columbia, Georgia, Maryland, Kansas, Louisiana, Maine, Massachusetts, Michigan, Minnesota, Mississippi, Nebraska, New Hampshire, New Jersey, New York, North Carolina, North Dakota, Ohio, Oregon, Rhode Island, South Carolina, Tennessee, Texas, Virginia, West Virginia and Wisconsin) say it is only prima facie

evidence of fraud. The latter States will accept an explanation, if one can be made.

Outside of Georgia, Maine and Texas, the State laws look more leniently on the transfer of one's real estate, provided the deed is properly recorded, for they consider that the deed is notice to the world of the change. If the deed is not recorded, however, it is generally considered as much of a fraud as the "sale" of personal property without change of possession.

This may be a useful summary:

1.—If the owner of a business, or of real estate, is solvent, he can put it in the name of anybody he likes, but if he continues to draw the revenue from it afterward, it will be liable for his debts if he ever has debts that he is unable to pay from what he has in hand.

2.—If he is insolvent he can sell anything he has, without interference from his creditors, provided he gets an adequate consideration for it. If the consideration is not adequate, his creditors can claim fraud, and in many cases can overturn the sale and go against the property.

3.—If he is insolvent, he cannot transfer his business or his property to another, and still maintain a connection with it, without leaving it still liable for the debts that he owed at the time he transferred it. Such a transfer would be a fraud on creditors and could easily be overturned.

(Copyright, March, 1913, by Elton J. Buckley.)

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

Charleston asparagus is small and poor, and therefore 50 cents a bunch is top. The demand is only fair.



## Can You Afford to Lose \$25? —and Run the Chance of Losing More?

You absolutely lose \$25 by buying any other make of cash register of the same class and registering capacity as a

### Michigan No. 6 Total Adding Cash Register

For any similar register of any other make will cost you \$100 or more; while a Michigan No. 6 costs you only \$75, a real saving of \$25. \$75 spent in buying a Michigan No. 6 Total Adder will give you all you can buy in any other \$100 make of cash register.

The increasing number of merchants who have bought the No. 6 and found it to be all that we claim for it, is your guarantee and ours.

You would not buy \$100 worth of stock from a jobber if you could buy the same amount and value from another house for \$75.

Why then should you consider paying \$100 for a cash register when a Michigan No. 6 gives you the same protection and service for \$75? The Michigan No. 6 Total Adding Cash Register in your store is a continuous saving proposition.

You save \$25 in real money on the first cost of your register.

The register soon pays for itself in the many mistakes and petty losses it prevents. It is an insurance on your profits, a time-saver for you and your clerks.

Your real profits are in your savings; not alone in your sales.

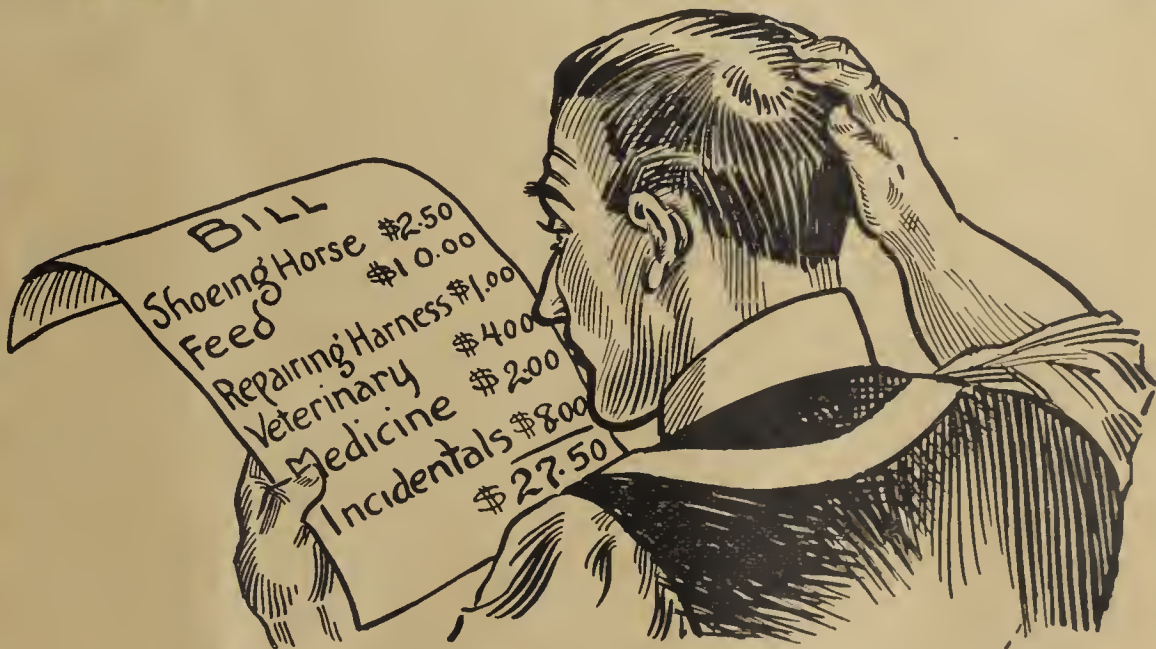
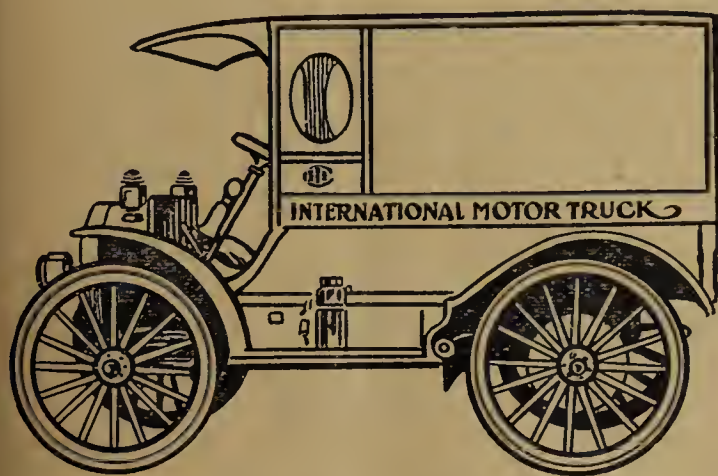
Save \$25 of your profits *now* and protect *all* your profits for years to come by buying a Michigan No. 6 Total Adding Cash Register. Ask your salesman or jobber how to get a Michigan Cash Register No. 6 and save \$25.

If they can't supply you write us direct, enclosing the name of the salesman. We will send you complete information at once with our new catalogue E 3 showing our entire line.

**MICHIGAN CASH REGISTER COMPANY - - - Detroit, Mich.**



No. 6



In order to prove to your own satisfaction that it will pay you to deliver goods with an INTERNATIONAL MOTOR TRUCK, take your bills for horse and wagon maintenance, if you have them, and then let us show you what it costs to keep an INTERNATIONAL MOTOR TRUCK. You will find the cost is just about the same, the difference comes in what you get for your money.

The INTERNATIONAL MOTOR TRUCK will do more than twice as much work. Thousands of successful, enterprising merchants are using the INTERNATIONAL MOTOR TRUCK because it pays. It will pay you. Perhaps you've been thinking it over or there are some points you don't understand. Write us and we will gladly give you any desired information about motor truck delivery.

Before and since we designed the INTERNATIONAL MOTOR TRUCK, we have studied the delivery question thoroughly, and we will help you study your problems, if you ask us. Send for our catalogue to-day.

**International Harvester Company of America**

(Incorporated)

**504 Harvester Building, Chicago, U. S. A.**



## Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s  
Department Food Stores, Dover, N. J.

**The Quantity Habit.**—The first thought a good salesman has in mind when selling canned goods is quantity—not necessarily big quantities. A man called for an 18-cent can of strawberries yesterday. The salesman said, holding up the article, which was a very attractive label: "Now you can have three of these for 50 cents; that's a saving of more than a cent a can." Of course he took the three. This man has the quantity habit. If one can is called for a three can price is given; if six cans are called for a dozen price is given. It's second nature for him to do it and he created that second nature himself. He has no higher ability than the other fellows, but he has more interest, and you know what more interest means.

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**The Prize of Pleasantness.**—No man that's paid to serve the public face to face has a right to be sour. When you bring your troubles back of the counter you are introducing an element that the firm doesn't permit. You're a rule breaker.

It isn't necessary to smirk or fawn or bubble over with "silly gladness," but it is important that your "Good Morning" has such a ring of pleasantness that it means a business reception that makes the customer feel glad she came.

Oh, the cultivation of this Home

Feeling in a store is great advertising—greater indeed than the finely worded phrases of the ad. man himself!

And it's the prize of pleasantness.

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**The "Fresh" Notion.**—Beginning the first of April, and, for a week or ten days after, we ought to devote the biggest part of our time knocking "Fresh" vegetables that are out of season. The spinach you sell by the peck isn't as fresh as these goods that stand on your shelves. How can it be? It takes often a week to get them from the field to your store. The same goods in cans are packed hermetically sealed and cooked that day and sometimes the same hour they're cut.

It's deplorable how women make slaves of themselves, for instance, fussing with spinach. That's the one vegetable that you'll have to work hard on. It takes good, strong, earnest talk to win the "Fresh" spinach woman over, but the sale of one can will do the trick.

If this line of talk appeals to you use it. It has converted many a Freshy:—

"Madam, I want to tell you something about this spinach that may surprise you. This can at 14 cents is equal to a peck of the so-called Fresh. It is canned and cooked and cleaned the day it is

cut. It grows in the natural spinach season and is what is called the large leaf. I said cleaned because not a particle of grit will be found in the entire can. You are saved the bother of cleaning and cooking it. Not only that, but it comes more than half as cheap as the peck stuff. If you don't find my recommendation right the can will cost you nothing."

### Gould-Mann Bill Now a Law— Operative September 3, 1914;

Goes Into Effect at Once, But No Penalty for Violation Until Above Date. Requires Weight and Measure on Label, Subject to Regulations and Exemptions by Three Secretaries. The Situation in the States.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

March 14, 1913.

The Gould-Mann net weight bill is now a law, having been approved by the President. It requires the net weight, measure or numerical count to be placed on the label of all packages of food, drugs, medicines and liquors which are shipped from State to State. The text of the law is as follows:

#### AN ACT

To amend Section 8 of an act entitled "An act for preventing the manufacture, sale or transportation of adulterated or misbranded or poisonous or deleterious foods, drugs, medicines and liquors, and for regulating traffic therein, and for other purposes," approved June 30, 1906.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That Section 8 of an act entitled "An act for preventing the manufacture, sale or transportation of adulterated or misbranded or poisonous or deleterious foods, drugs, medicines and liquors, and for regulating traffic therein, and for other purposes," approved June 30, 1906, be, and the same is hereby, amended by striking out the words

"Third. If in package form, and the contents are stated in terms of weight or measure, they are not plainly and correctly stated on the outside of the package," and inserting in lieu thereof the following:

"Third. If in package form, the quantity of the contents be not plainly and conspicuously marked on the outside of the package in terms of weight, measure or numerical count:—Provided, however, That reasonable variations shall be permitted, and tolerances and also exemptions as to small packages shall be established by rules and regulations made in accordance with the provisions of Section 3 of this act.

"Sec. 2. That this act shall take effect and be in force from and after its passage: Provided, however, That no penalty of fine, imprisonment or confiscation shall be enforced for any violation of its provisions as to domestic products prepared or foreign products imported prior to eighteen months after its passage."

Approved March 3, 1913.

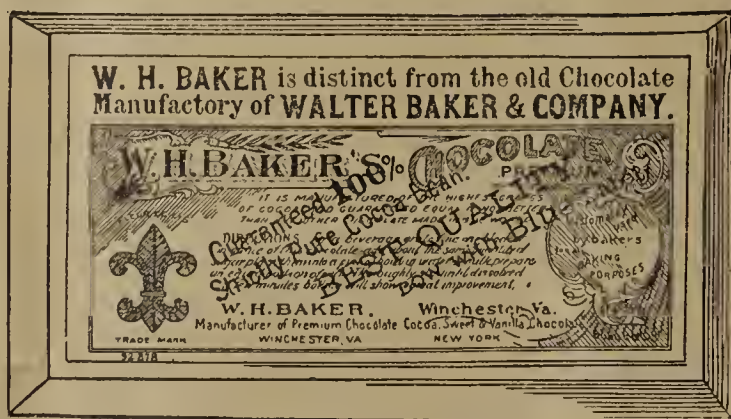
While the law technically goes into effect at once, it actually does not become operative until September 3, 1914, eighteen months after its passage, for no penalty for violation can be enforced until that time. This is to give the trade plenty of opportunity to get ready.

As the law is expressed, the three secretaries will have power to decide whether small packages shall be exempt, and also to provide for variations as to weight which shall not be punished. HOLT.

NOTE.—Bills similar to the above are pending in several States, including Pennsylvania. Laws identical with the above, or substantially so, have already been passed in Connecticut, New York, North Dakota and Wyoming. Florida, Nebraska, Nevada and South Dakota also have net weight laws but they are quite different from this. Several other States are considering bills that likewise differ from the Gould-Mann law.—ED.

Florida peppers range from \$2 to \$2.25 and are active, but chiefly to Italian trade.

# W. H. BAKER, WINCHESTER, VA.



## Chocolate and Cocoa Preparations

United States Serial No. 5257  
Guaranteed Under the Food and Drugs Act, June 30, 1906

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



# MEMBERS OF PENNSYLVANIA, NEW JERSEY AND DELAWARE HOLD SEVENTH ANNUAL CONVENTION AT WILMINGTON.

(Continued from page 6.)

and sometimes the troubles you have with your own selling force. The salesman is a most important factor in the business. He is in close touch with your customer. Is he in close touch with you, and has your confidence? If not, he is handicapped and cannot do his best, either for you nor for himself. We are pleased to report that we have received seven new members, as follows:—

The F. B. Thrall Co., Williamsport, Pa.

The John C. Lower Co., Gettysburg, Pa.

Millard & Scureman, Kingston, Pa.

J. D. Sisler Co., Wilmington, Del.

Aaron Greenburg, Philadelphia, Pa.

J. T. Clark Co., Wilmington, Del.

Layton & Layton, Georgetown, Del.

The location of most of these makes their membership desirable, and we believe it will prove of mutual benefit.

On the question of membership, we wish to say that our territory is so thoroughly covered that any addition to our membership will have to come practically from new firms going into business. We still have, however, a few old reliable houses eligible to membership who apparently are not interested in association work. If our contention is true that the association is the exponent of better trade conditions, as any jobber the moral right to stand aside and let its members bear the burden of meeting and overcoming difficulties and solving problems that affect every wholesale grocer and not give his support? For him to withhold his co-operation to this extent prevents the complete realization of the objects of the association.

In response to the motion unanimously passed at the Harrisburg convention, requesting a voluntary 5 per cent. increase of dues, 76 members out of 127 contributing firms increased their dues, amounting to \$836.25. This voluntary contribution is certainly encouraging, and is an evidence of your desire to help along the work. In changing the scale of dues, as suggested in notice sent out by your treasurer, Mr. Reeves, we believe the convention will act wisely if instead of adding a percentage of the present rate they will adopt a new scale which will require members to pay an apportionment based upon an amount more nearly the actual business done than is now required. The range in the present scale is too wide. For instance, Class D provides that all who do an annual business of between \$500,000 and \$1,000,000 shall pay the same amount. In other words, a firm doing a business of \$999,000 pays no more than the firm doing a business of \$500,000. Is this fair?

We believe a plan can be worked out along lines suggested above that will be equitable, and will give you the desired increase in the annual dues. There never would be any lack of funds if all really appreciated the value of co-operation, especially is this true to-day when organization is so much needed in the proper conduct of business.

Only a few years ago the relative position of the retailer, the jobber and the manufacturer was not clearly defined. Now, it is not uncommon to hear manufacturers say that their products can be distributed more quickly and economically

through the medium of the jobber than in any other way, and that in recognition of this fact they have decided to distribute their products through the jobber.

Another evidence of good will on the part of the manufacturer is shown in the increased discount for cash granted the wholesale grocer. In the spirit of reciprocity we should push the products of those manufacturers who favor us, and promptly discount their bills within the discount period.

Just here let me direct your attention to one of our friends who has always stood for the jobber and is now engaged in a contest with the Government to test the right of a manufacturer to protect his product by endeavoring to regulate the price at which his goods may be sold. The principle involved in this test case is one of great interest to the consumer, the retailer and the jobber alike; and from our standpoint it is very important that the issue be vigorously contested, and the manufacturer who is making the fight should have your unqualified support in any and every way you can individually give it.

Just a word about the Philadelphia Association of Manufacturers' Representatives. We believe they are honestly trying to do what they can to correct some of the abuses complained of by the jobber in the handling of specialty orders. Recently we had occasion to call their attention to certain abuses on the part of some of their crew men, which they took up at their meeting, and they have adopted the following resolution: First, "Be it resolved, That we take up immediately with our members and ask them to instruct all specialty salesmen taking orders from Philadelphia local jobbers to require them to write in the same prices at which the goods were sold in order to prevent any questions that might arise between the jobber and the retailer as to what prices the goods were actually purchased." Second, "That all the salesmen be instructed to be absolutely impartial in the selection of jobbers through whom orders should be shipped, and in no way influence the retailers to place their orders through any other jobber, except in cases where jobbers may not be giving the manufacturer proper support on his individual line." Third, "That all specialty salesmen in the employ of manufacturers, whose representatives are members of this association, be instructed to use their best judgment when taking orders from retail grocers on the size of orders, and not attempt to sell the small retailers a larger quantity of goods than outward appearance of the retailer would indicate as being too much for consumption in a reasonable length of time." No doubt you have already noticed improvement along this line, and are showing your appreciation by prompt attention to all specialty orders having their association stamp.

The campaign against subsidizing jobbers' salesmen, made a few years ago, practically eliminated the evil. We are sorry to say it is again making its appearance. Whose fault is it? If you approve of the manufacturer subsidizing your men, then change your Constitution, but if you do not approve of this pernicious practice, then express your views very forcibly to any offending manufacturer and refuse to permit your salesmen to accept any bonuses whatsoever, whether in cash, premium or any form of subsidy that may be devised. Won't you please do this as soon as you get home? We must have your

## The Quality Cash Wholesale

### Grocery Warehouse

Nos. 1211-13-15 N. Second Street  
PHILADELPHIA, PA.

Pillsbury Flour; can name you a figure that possibly will save you some money. This price applies only to shipments made by Penna. or P. & R. Railroads. Will be pleased to quote by return mail upon request.

Fancy 50-60 Prunes, 25-lb. boxes, faced, per lb. . . . . \$ .06 7/8  
Choice, new, selected fruit, in first-class condition.

Tiny Garden Peas, very tender and fine flavored, not so small this year, as the season was against small peas last June, but very choice quality and containing one-third more of peas in the can than many brands, per doz. . . . . 1.53

Try a case for sample, you will find them as described: Fine flavored, tender peas.

The trade who ordered a single gross of the 50Cs Matches at \$3.30 per gross, are coming back and ordering in quantity, this is pretty clear proof that the matches are as quoted; include a gross in your next order. You are the judge, and if not satisfactory to you, freight charges will be refunded. They will not only please but will make you a good satisfactory profit.

Sugar at Refiners' Lowest Prices, less 1 per cent. day order received.

Choice Muir Peaches, in new, clean boxes, packed by one of the most careful packers on the Coast who knows the evaporated fruit business from top to bottom. The quality of this line is extra, and they could be sold for fancy, undoubtedly they will please you at the low price, per lb. . . . . .06 1/4

You are safe in ordering any quantity. The lot is about 300 boxes and a low price like this for this grade has not been named for some years. Order promptly, you will compliment yourself on your good judgment as a buyer when you see the goods.

Lemon Cling California Peaches, 2 1/2-lb. cans, per doz. . . 1.50

Extra Standard 1-lb. Sliced California Peaches, 4 doz. cases . . . . . 1.07 1/2

Fancy Pineapple, delicious quality, 1 1/2-lb. cans, in heavy syrup, 4 doz. cases, per doz. . . . . 1.45

Fancy 1/4 Oil or 1/4 Mustard Sardines, in cartons 100 to the case, every can a trade winner, per case . . . . . 3.15

Pure Apple Vinegar, will comply with all Pure Food Laws, Federal or State, barrels, per gallon . . . . . .12

The Finest Clear or the Finest Cloudy Syrup, barrels, per gallon . . . . . .23

Samples sent on request. You will find this offering exactly as represented, top quality.

Clothes Pins, per box this week . . . . . .40

Cardboard Dishes, 1 lbs., per 1,000 . . . . . 1.15

These are absolutely watertight, the ends being closed. They make you a good saving over the price of the wooden dish.

We offer Fancy Sharp Full Cream Cheese, will crumble in cutting because it is rich, 35-lb. boxes, per lb. . . . . .18 3/4

Fancy Mild Cheese, Picnics, will not crumble in cutting . . . . . .19 1/2

Both these lines are top of the market in quality.

We offer December-made Full Cream Cheese . . . . . .14 3/4

Send cash with order or reference and goods will be shipped and you can mail check after you have received goods. The business of prompt paying trade solicited :: :: :: ::

## William C. Young



co-operation or we cannot correct trade abuses.

Free deals is another evil to which we desire to direct your attention. While the number of deals and schemes offered by manufacturers is decreasing, still there is enough of them presented to you every day to make it a serious matter for your consideration. It is safe to say that free deals is the cause of more failures in the retail grocery business than any other contributing cause. The retailer is waking up to the fact, and is now taking effective action against all deals, and you should give him all the aid you can in this fight that means so much to his welfare. At the local meetings in Reading, Altoona, Wilkes-Barre and Scranton, the jobbers adopted a stamp with the legend: "We accept this order, but PROTEST against ALL FREE DEALS," and they are using it with good effect on all deal orders that they feel obliged to accept. We ask all our members to get a similar stamp and use it.

With a view of improving the Credit Department of our members, the Executive Committee advised that a property statement blank be prepared for general use of the wholesale grocers in our territory. The report of the committee appointed for this purpose is as follows:—

"Dear Mr. Graves:—We, the undersigned credit men, appointed by your president, Mr. Bursk, after a thorough investigation of many forms of property statements, unanimously recommend that 'Standard Form B,' as designed and indorsed by the National Association of Credit Men (copy attached), be used by all the wholesale grocers within the territory of your association.

"Signed by the Committee."

All of you received a sample of the "Standard Form B" recommended, but the number of replies was too small for us to estimate just how many were using this or any other property statement blank in their Credit Department. This is an important matter, and we fear some of our members are not giving it the attention it deserves.

#### LEGISLATION.

Legislation has seemingly run mad, and business men are having forced upon them laws which serve no good purpose, but which will make them liable to criminal prosecution at the whim of over-zealous, incompetent or fanatical enthusiasts, who are without any practical experience.

The Legislatures of the States of Pennsylvania, New Jersey and Delaware are now in session. So far, there has been no bill introduced either at Trenton or Dover that is serious or of particular interest to the wholesale grocer, but the Pennsylvania Legislature has kept the Legislative Committee busy looking after your interests at Harrisburg, where bills of all kinds, some of them vicious, have been introduced, as their report will show.

The chairman, Mr. Kurtz, has been untiring in his efforts in your behalf, and you cannot express too strongly your appreciation to him and his committee for the work they are doing.

We used the influence of our office, including letters and telegrams from our members, in favor of the Gould Weight and Measure Branding Bill in Congress, which finally passed and is now part of the provision of the Federal Food and Drugs Act of June 30, 1906. We hope the State will now use it as a model when drafting weight and measure bills. As a people of one

great nation, we live alike, work alike, trade alike, our great mercantile interests are alike, and it is difficult to understand how there can be any objection to uniform food laws; but, unfortunately, there are legislators and food commissioners who don't seem to see the need of it.

We have also done all we could in favor of 1-cent letter postage law. A recent letter from Senator Burton says:—

"The status of this bill I have introduced in the Senate to provide for 1-cent letter postage is now before the Senate Committee on Post Offices and Post Roads. In view of the congestion of legislation during the short session of Congress, it has not been possible to secure a report on this bill from the committee."

We recommend a resolution commending the National 1-Cent Letter Postage Association for the excellent work they are doing in favor of legislation.

In humble submission we bow to the all wise and loving God, who, in His infinite wisdom has removed by death this year the following:—

Mr. Stephen W. Blackwell, of J. H. Blackwell & Sons, Trenton, N. J.

Mr. J. P. Williams, of The Hooen Mercantile Co., of Wilkes-Barre, Pa.

Mr. Frank W. Muschert, of Muschert, Reeves & Co., Trenton, N. J.

Mr. Wm. Stoddart, of The Wm. Stoddart Co., Wilkes-Barre, Pa.

It is with a deep sense of sorrow that we here record, though not a member of this association, the death of Mr. Frederick W. Hannahs, of Newark, N. J. We felt the appropriateness of the text used at his funeral, "Know ye not that there is a prince and a great man fallen this day in Israel?" For of a truth he was a prince and a great man in association work. In his death the State and National Association loses a faithful friend. We shall miss him.

Mr. F. Butler Reeves, the treasurer, then made his report and also the report of the Discount Committee, of which he is chairman.

Alfred H. Beckmann, secretary of the National Wholesale Grocers' Association, spoke of the value of State and local associations:—

#### Address by Alfred H. Beckman, Secretary National Wholesale Grocers' Association of the United States on "Value of Local and State Associations."

That we are living in an age of associations and organizations is well emphasized by this gathering of substantial business men and food distributors in the States of Pennsylvania, New Jersey and Delaware.

It was my pleasure and privilege to attend the first meeting of this most active association, which has grown from a mere confidence in your neighbor and competitor idea, into an organization of pronounced influence for good in the wholesale grocery business of your territory, and of which you have just cause to be proud.

The almost phenomenal progress which you have made only proves the value of local, State or sectional associations, which are as essential as your City Council and State Legislatures, and when conducted upon honorable and legal lines, will serve your best interests without fear of complications.

Trade problems arise in small localities which may not apply to an entire State, and therefore can best be discussed by local associations; similar conditions may exist in a whole State and can best be conducted through a State or sectional association, hence the practicability and, at times, necessity of local and State associations.

It is an erroneous impression that because the National Wholesale Grocers' Association of the United States does so many good things, our last, most prominent achievement being the passage of a National weight or measure branding law, that there is no need for local or State associations.

The National Association does not, and cannot, take up matters of only local or sectional interest, yet, remember, that with the most influential assistance of Pennsylvania in particular, we now have a National weight or measure branding law.

The value of local, State or sectional associations in the interest of pure food legislation in particular is invaluable, and while the National Association has Pure Food Committees in most of the States in the Union, the most beneficial results are obtained with the assistance of local, State or sectional interests.

In the pursuance of our efforts for the benefit of the trade, we can only take up such as are of a National character, while the local, State or sectional can well administer to their individual need.

If you will permit a comparison, the local, State or sectional and the National Association occupy the same relative position as does the City Council, the State Legislature and National Congress, the first applying to the local associations, the second to State or sectional, and the last named to the National Association.

Each is absolutely independent of the other and must always be so, but each is most important in its own field.

Through local, State or sectional associations it is possible for you to meet your neighbor and competitor more often and enables you to correct abuses in the trade otherwise impossible.

Having served in all branches of association work, from local to National, I feel free to say that were I a wholesale grocer in a given locality, I should encourage and appreciate the value of a local association in that locality; first, because it would enable me and others in the neighboring trade to become friends, to understand and help one another and to discuss trade problems together and uplift our business.

The National Association was conceived because the whole trade of the United States recognized the necessity for a body National in character, which could wield a wholesome and beneficial influence for the wholesale grocery trade of the United States and in the capacity of a National Congress, advance the cause of pure food to the consumer.

It has frequently been stated by wholesale grocers, even prominent in association work, that their first interest in and loyalty to was to the local and State associations, for the good reason that the National Association could not interest itself in those purely local matters which are, however, of the greatest importance to those immediately concerned. While, on the other hand, the National takes up and does things which affect the entire United States.

The best evidence that this view-

point is correct is the fact that the National Association now has memberships in forty-five States and is assisting in the enactment and enforcement of pure food laws in those States, which benefits every wholesale grocer whether he does a local or interstate business.

Don't underestimate the value of local and State association, because it is that work which prompted the National, and to which Pennsylvania, New Jersey and Delaware wholesale grocers are liberal contributors.

In our best efforts for discounts for cash, the National Association can only be instrumental in obtaining satisfactory results on such commodities which have a universal sale, and there are many, the benefits of which you are now enjoying. Local, State or sectional associations may obtain like benefits on articles sold in their immediate territory.

Have you ever stopped to figure the actual cash value which association work, conducted upon proper lines, is responsible for, either local, State or National, or all of them, and compared it with the cost for the work done and results accomplished?

Thus, if you have not already done so, you will find that if you contribute to a local, State and the National Association, that your expense is infinitesimal compared with the value received, to say nothing of the educational influence and good fellowship made possible through that work.

It matters not how large or small a volume of business any wholesale grocer does, if he will figure his cost of membership in all three associations and compare it with the actual benefits derived, he will find that association work and the results therefrom will pay him many times over the cost of those memberships.

In closing, the National Wholesale Grocers' Association of the United States ventures the reminder that in your efforts, at times, to work out irksome and perplexing problems which may seem at variance with your best interests, that you must conduct your affairs in harmony with our laws, and that association work is an educational campaign, which your able secretary and general manager, Mr. Alvin M. Graves, has so well demonstrated, and to whom is principally due the credit for the work accomplished.

He was followed by H. G. Kurtz, chairman of the Legislative Committee, who told of the work that is being done in connection with the various bills affecting all branches of the trade. The report was as follows:—

#### Report of the Legislative Committee PENNSYLVANIA.

As the Legislature of this State did not meet during the year 1912, our only work was to prepare for the session of 1913.

Through intimations received, we were convinced that the Food Department desired a new food law more drastic in its operations than the present law, realizing that this would mean a lot of extra work, and feeling the need for additional advice, we requested President Bursk to add to the committee Mr. F. B. Reeves, Jr., Mr. J. Grant Schwarz and Mr. John T. Porter. Mr. Fred. R. Drake was also asked to serve, but declined to act as a regular member, but assured us of his active interest at any time his services might be needed.



On January 21st several bills affecting the distributors of food products were offered by Senator Gerberich, of Lebanon, president pro tem of the Senate. These being considered department measures, we immediately called a meeting of the committee, and after careful study of the bills, selected the following as those which required our attention:—

Senate Bill No. 5.—Relating to food, defining food, providing for the protection of the public health, etc., and thus known as the "Food Bill."

Senate Bill No. 7.—Relating to non-alcoholic drinks, etc., and thus known as the "Soft Drink Bill."

Senate Bill No. 8.—Relating to evaporated milk, condensed milk, evaporated skimmed milk, etc., and thus known as the "Evaporated Milk Bill."

Senate Bill No. 11.—Defining commodities, regulating the sale thereof, etc., and known as the "Commodities Bill."

At the meeting it was decided:—

First.—That the present law was satisfactory and that in our opinion there was neither any need nor any public demand for a new law.

Second.—That if it was the intention of the Department to insist upon the passage of these bills, it was then our duty to strive to have them so changed as to conform as nearly as possible to the National law.

Third.—That we request a conference of the Legislative Committees of the various trade organizations of Pennsylvania engaged in the distribution of food products.

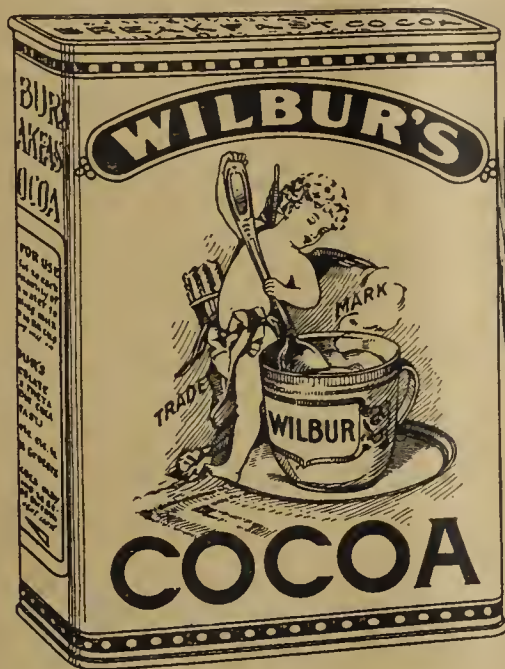
Fourth.—That Mr. Schwarz, of our committee, and Mr. Frank A. Smith, of Harrisburg, should arrange, if possible, for a hearing before the Committee of Public Health and Sanitation, to which committee these bills were referred, and that Mr. Graves should in the meantime submit the bills to Mr. Clement, our counsel, for his advice as to the wisest course to pursue.

Three conferences were held, one in Philadelphia on the morning of February 5th, with the representatives of the Pittsburgh Wholesale Grocers' Association, and at their request another one in the afternoon of the same day, with representatives from the Retail Grocers' Association, the Grocers' and Importers' Exchange of Philadelphia, our Pittsburgh friends and several brokers representing large food interests, and still another was in Harrisburg on the evening of February 10th, the public hearing having been announced by the Committee on Public Health and Sanitation for the afternoon of the 11th on Bills No. 7 and No. 5.

As a result of these conferences, it was suggested that the wholesalers from Pittsburgh and the representatives of the retail interests and our committee present our case before the Committee on Public Health and Sanitation from the distributors' viewpoint and select those whom we desired to speak on our objections to Bill No. 5.

The hearing was held in the Senate Chamber and was largely attended. The confectioners were heard first, after which we were given the floor.

In our introductory remarks we made the statement to the gentlemen of the Committee on Public Health and Sanitation that as distributors of food products we were in favor of any food legislation that would give the consumer adequate protection, but we believed that in the interest of the consumer, uniformity in food laws was absolutely necessary in order to enable him



## TRY IT YOURSELF

Make yourself a cup of WILBUR'S COCOA and as soon as you taste it you'll know why it's such a **BIG SELLER**. It has the **FLAVOR** because it is made from a skillful blend of the **FINEST SELECTED** cocoa beans.

There are many grades and kinds of cocoa beans, and the flavor of prepared cocoa depends upon expert knowledge in selecting and blending them. Cocoa that's made from poor quality cocoa beans, even though it may be "pure cocoa," doesn't taste like WILBUR'S COCOA. Your customers will appreciate the fine flavor of WILBUR'S COCOA; they will **USE IT MORE OFTEN** than they would use an inferior cocoa, so you'll sell more.

Beside the satisfaction to your customers it will pay you to push the sales of WILBUR'S COCOA because it pays you a splendid profit.

**H. O. WILBUR & SONS, Inc.**  
**PHILADELPHIA**



### WHAT TO TELL CUSTOMERS

"Try WILBUR'S COCOA this time. It's not only **PURE** but it's also the **FINEST QUALITY** that can be made, and has the most delicious **FLAVOR** you ever tasted."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



to obtain his food products on the most reasonable basis as to cost, and that we were therefore opposed to any State legislation that does not conform as nearly as possible to the National law. That if it was the purpose of the committee to report favorably Bill No. 5 in its present form, we would like to present our objections and to suggest that certain changes be made in this bill.

The following gentlemen presented the objections to this Bill No. 5, and handed their briefs on same to the committee:—

1st.—Mr. Fred. R. Drake—Sulphur dioxide as applied to dried fruits.

2d.—Mr. Duff, of Pittsburgh, and Mr. Frank Halpen, of Philadelphia—The use of sulphur dioxide in molasses.

3d.—Mr. Edward R. Jenkins, of Pittsburgh—On the net weight and measure clause.

4th.—Mr. F. B. Reeves, Jr., of Philadelphia—Reasons why the name on the label should be that of manufacturer, producer or distributor, rather than simply that of the manufacturer.

5th.—Mr. Reno Schock, secretary of the Philadelphia Retail Grocers' Association, and also representing the retail associations of the State—Reasons why the same guaranty as in the present law should be provided for, also why reasonable time should be given for the disposal of goods on hand when the bills should become a law.

6th.—Mr. H. W. Dunlap, of Pittsburgh—Reasons why the section as applied to non-manufactured foods should be changed so as to except "nuts in the shell."

7th.—Mr. J. Grant Schwarz, of Harrisburg—The penalty clause and why no imprisonment should be imposed for the first offense.

8th.—The chairman of this committee—Supporting the argument of Mr. Schock as to why time should be given to dispose of goods on hand.

The Grocers' and Importers' Exchange, represented by Franklin Spencer Edmunds, Esq., and other speakers, then followed, presenting their objections to the bill.

We also at the request of the members of the committee presented in condensed form our recommendations for changes on amendments to Bill No. 5, stating in same just what we desired omitted or changed in each line, article and section, also such new provisions or sections as we desired added to the bill.

When we reached Harrisburg on the evening before the hearing, Mr. Drake received a telegram from the chairman of the National Pure Food Committee, advising that the Milk Bill, No. 8, had been reported out of committee and would be called for third reading that evening. Through the influence of a friend of our committee, we succeeded in having this bill recommitted for a hearing, which was set for the evening of the 18th, and at which we were represented by President Bursk, Secretary Graves, Mr. Drake, Mr. Schwarz, Mr. C. K. Deen, Mr. Coover, Mr. Frank Smith, Secretary Danahey, of the Pittsburgh Association, and your chairman.

We believe that the Committee on Public Health and Sanitation, as well as those representing the Department, conceded that our objections to this bill were reasonable and will receive their favorable consideration.

Finding that it was impossible to obtain an interview with Mr. Sweeney, Chief of the Bureau of Standards, on the Commodities Bill,

No. 11, while in Harrisburg, we wrote Mr. Schwarz requesting that he and Mr. Frank Smith try and see Mr. Sweeney, go over the bill with him and obtain his consent, if possible, to agree to have the weight and measure clause so changed as to conform with the Gould amendment to the National Food Law; also to strike out the last section of the bill so as not to conflict with somewhat similar provisions in Bills No. 5 and No. 8.

These gentlemen had two interviews with Mr. Sweeney, and in reporting the result of these interviews, Mr. Schwarz advises that Mr. Sweeney agreed to change this bill so as to provide for "net weight, measure or numerical count," and to allow such tolerances as may be established by the Bureau of Standards; also to provide for time allowance as provided for in the amendment to the National law, for disposal of goods on hand—and agreed to change the last sections so as not to conflict with the other bills.

Mr. Sweeney further asked Mr. Schwarz if he would not try and get the wholesale and retail grocers to do what they could to have eliminated from Bills No. 5 and No. 8 (or any bill that has a weight and measure clause) such clauses, so that there would be no conflict of authority.

Mr. Schwarz had another interview with Mr. Sweeney and reports by correspondence the result of this interview, as follows:—

"I just had a conversation with Mr. Sweeney, who informed me that the Committee on Public Health and Sanitation had thrown out altogether the weight and measure clauses in Bills No. 5 and No. 8, which I think will be very satisfactory to us all.

"Furthermore, he told me that if Bill No. 11 went through he would call a committee of reputable merchants to confer with his committee to establish the necessary tolerances in the Weight and Measures Act."

President Bursk then called upon H. G. Flint, president of the Association of Manufacturers' Representatives of Philadelphia, who told how his association was working in harmony with the wholesale grocers and as to the care exercised in the employment of salesmen.

George Nowland, of Fels & Co.; James Traverse, of the Shredded Wheat Co.; Charles Hays, of Lautz Bros. Co., and A. M. Warren, of the Quaker Oats Co., then spoke in a kindly way of the good feeling existing between their firms and the wholesale grocers.

Wm. M. McCormick, of McCormick & Co., of Baltimore, gave the members some food for thought in connection with food laws that have been recently passed and were now pending.

After announcements by W. D. Mullen, chairman local Committee of Arrangements, of the provisions for the evening's entertainment, the convention adjourned to meet at 9.30 Wednesday morning.

In the evening the members and guests were entertained at the hotel by the Wilmington jobbers. A lunch, smoker and vaudeville were held.

On Wednesday morning the executive session was held, the business consisting of several papers on vital subjects of the trade. These papers were as follows:—

#### Address of R. Jay Davies, Easton, Pa., on "Broken Packages."

Just two years ago our officers asked the members of this association to give them their costs of doing business, giving us such sub-divisions to work upon that if we were perfectly fair to ourselves, a fairly accurate approximate average cost could be secured of the jobbers in these three States.

Whether our officers accomplished the purpose they set before them I am unable to state, but this I do know, that many of the active minds in our association began working along lines that had not been thought of before, and the result of these new avenues of thought has brought about wonderful saving in their expense account.

We were not asked what our profits were, but what our expenses were, and the officers tactfully suggested sub-divisions, so there would be little excuse for overlooking any particular item.

Without question, some amounts in these sub-division heads surprised us—then started the analysis of these sub-divisions. We were asked to put down our items, separately, and naturally these amounts were compared, one with another.

In the matter of insurance alone, I venture to say a very large number of our members have cut their insurance cost in half—finding that by a little expenditure of money a great saving could be made, and every penny saved meant a lower cost of doing business.

There are no doubt other sub-division heads that may prove more attractive to some of you than the one assigned to me, but not knowing how far the committee has gone in assigning these subjects, I shall confine myself to the one given me to pick apart, namely, "Broken Packages," and to only one phase of this sub-division, that part known to most of us as cost of labor in the broken package department.

Labor cost in the broken package department is altogether out of proportion to the profit return, based on our present method of selling.

For convenience, our argument is based on a wholesaler doing a yearly gross business of \$500,000. This, I figure, is a fair basis to work upon, for in the smaller business the broken package sales will run larger in proportion, and in a larger business they will run smaller in proportion to the volume of business done.

On a volume of, then, say, \$500,000, it is safe to figure that the sales in broken packages will reach at least \$75,000, and it may surprise you to learn that it will require more time (hence money) to put up, ready for shipment, \$75,000 in miscellaneous broken packages than to get ready for shipment the other \$425,000.

I have some figures to read you which were made on a test, and you can imagine no time was wasted, and to these figures at least 25 per cent. should be added for the ordinary porter, or order man, as the man producing these figures was

above the ordinary and one of the most rapid in our employ.

Before we go to those figures let us ascertain what the average wholesaler has to do to prepare himself to do this broken package business.

First.—He must provide a room. The average wholesaler doing a half million dollar business uses about 30,000 square feet floor space, and to have a proper broken package department he must at least give over 1,000 square feet, so that if his rent is figured in at \$3,000 per year, he pays \$100 per year for this broken package space, not considering light, heat, etc., which this department will require.

Every inch of space in the broken package room is duplicate space, for every article you have in your store proper is given a certain space, and if broken, additional space must be provided, and more likely than not, in the space given the individual broken package you could store ten or more full cases, if piled as in the main rooms.

Second.—If broken packages are made ready for out-of-town shipments empty boxes must be provided. Nearly every retail grocer saves his boxes and expects his wholesaler to relieve him of them at from 5 cents to 10 cents each. Then additional room for their storage must be provided. At times, no doubt, 300 square feet of floor space is given over to the storage of empty boxes and filler for packing. In the calculations that follow, floor space, empty boxes, light, heat, etc., have not been taken into consideration, so that the wholesaler who gets his boxes for nothing, or who owns his store and does not think he is paying rent, and that this subject is of little import to him, with these things taken into consideration, I have confined myself to actual time taken to put up broken packages on orders made up on odd days, without knowing what results would be, and no effort made to get just the orders that would show results to build an argument upon, but orders taken regularly.

Time on a large number were taken, but one man's work only used in these figures:—

	Original Pkgs	Broken Pkgs
1.—Amount, \$11.99	\$0.53	
Time, 4 Min.	16 Min.	
2.—Amount, \$5.55	\$5.30	
Time, 5 Min.	10 Min.	
3.—Amount, \$32.34	\$3.94	
Time, 15 Min.	25 Min.	
4.—Amount, \$208.71	\$24.12	
Time, 40 Min.	38 Min.	
5.—Amount, \$18.40	\$0.62	
Time, 10 Min.	12 Min.	
6.—Amount, \$106.17	\$13.70	
Time, 20 Min.	28 Min.	
7.—Amount, \$102.34	\$74.48	
Time, 25 Min.	30 Min.	
8.—Amount, \$32.47	\$7.18	
Time, 15 Min.	22 Min.	
9.—Amount, \$30.14	\$1.55	
Time, 13 Min.	7 Min.	
10.—Amount, \$13.03	\$8.19	
Time, 3 Min.	20 Min.	
11.—Amount, \$13.84	\$2.40	
Time, 3 Min.	10 Min.	



From the above, then, you find: \$75.01 in broken packages took 218 minutes to pack, ready for shipment (88 cents); \$574.98 in original packages took 150 minutes to pack, ready for shipment (63 cents); or, 65 minutes longer to put up the \$75 worth in broken packages than the \$575 in the original packages. This, figured at 25 cents per hour for this man, costs us 88 cents to prepare the broken packages, and 63 cents to prepare the original packages. In other words, it cost 63 cents to put up original packages to the amount of \$575, and to put up the same amount in dollars, in broken packages, would cost \$6.75. This is 10½ times more, or an increased cost of \$6.12.

Startling as these figures are (at least they were to us when gathered), it is fair to say our broken package room contains no soap, no sugar, except powdered; no canned vegetables, no tobacco, no dried fruits and very little canned fruits, yet with the small investment in our broken package department, the above figures prevail. What they would be where practically everything is broken is fearful to contemplate. On a basis of profit, every broken package sold in above memorandum carried an additional cost of 3 cents per dozen on goods selling at 50 cents or less per dozen, and 5 cents per dozen above 50 cents, up to \$1 per dozen, yet you can see that with practically 10 per cent. added to the selling price it did not cover the labor cost, not figuring boxes, filling, light, heat and the many other dangers of mis-count, breaking of goods in handling, loss in weight, etc.

I figure that a saving of 10 per cent. in one item of labor alone is worth while, but an opportunity to save 100 per cent. in labor is very attractive. I pass this evidence on to you to apply such remedy as you feel needful and offer you Dr. Push's latest prescription: "The only way to make a better future is to put a stop on the things in the present which will go to make a bad past."

Address by F. Butler Reeves, Jr., Philadelphia, Pa., on "Drayage."

Drayage is the largest single expense item in the average wholesale grocer's account.

It is an expense which increases year after year, and with the advent of the motor truck, has taken a sudden bound upward.

There is no uniformity in method of handling this important and perplexing problem.

Some jobbers ascertain the percentage that the drayage bears to the total business transaction and take this as a basis for computing the cost. They do this, notwithstanding the fact that on a large portion of the business there is no drayage. All goods sold in a jobbing way and all goods shipped from factory go to swell the amount of business and to reduce the percentage figured for drayage.

To be properly considered, it should be divided into two subjects—incoming and outgoing drayage.

Incoming drayage is not a part of the cost of doing business any more than freight, but is and should always be considered as part of the cost of the merchandise.

If tomatoes cost 80 cents at the factory, no one considers them as costing 80 cents, but they carefully figure and add the actual freight to the city in which the jobber is doing business. The tomatoes while at the factory are of no use to the jobber, nor are they of any more use when brought to his freight

station. Before they can be offered for sale they must be carted and put away in the jobber's warehouse. The question is, what do they cost him when placed there? If shipped to Philadelphia, they cost 80 cents plus 3 cents freight and 1½ cents cartage, making the cost of tomatoes 84½ cents.

Deducting a percentage from the profit to cover this item, is misleading and tends to price cutting, for if one buyer considers the cost 83 cents, when the actual cost is 84½ cents, he is apt to figure too low a selling price. It is also demoralizing to salesmen for one house to give the actual cost of 84½ cents, while the other gives a false cost of 83 cents. If the salesmen make comparison it puts the house who knows how to figure in a bad light. Furthermore, the house which knows the cost will probably place a selling price of 92½ cents, whereas the other, laboring under the misapprehension that the goods cost 83 cents, will price them at 90 cents. They then penalize the salesmen with the deduction of 1 or 2 per cent. to cover drayage—thus preventing the salesmen from making a fair profit for himself and his house.

Drayage Outgoing.—A fixed schedule should be prepared showing the actual drayage to all points of free delivery. There is a custom prevalent with many houses, careful in many other branches of their business, to deduct a flat percentage for drayage irrespective of the actual cost. One house deducts 2 per cent. to cover outgoing drayage, whereas the percentage runs from 3 to 24 per cent., according to the goods sold.

In a large city such as Philadelphia, the drayage varies greatly for delivery to different points.

Last year Mr. William Montgomery read a very instructive paper showing the banks method of analyzing accounts. He showed that the exact cost of collecting checks on each account was charged to that account. Suppose instead of this method the bank figured the ratio of amount that all their collections bore to the total amount of business transacted, letting the good accounts pay for the bad, would they ever have arrived at the actual cost of handling an account or have been able to tell which were profitable and which unprofitable?

It is also misleading to figure a percentage to cover drayage, because a large portion of goods sold are not drayed, and these reduce the percentage which is fixed on the entire business.

The practice also leads merchants to extend their free delivery service to points where goods cannot be profitably delivered. A house argues our delivery only costs us 1 per cent. and they then proceed to extend free delivery to points where the cost is 5 or 6 per cent. In all probability there is some other jobber located nearer who could profitably take care of the heavy business in that section.

Before extending a free delivery system, the exact cost of delivery to each point should be figured. The exact cost of drayage should be deducted from the profit on each and every order. What is the use of figuring a supposed profit on orders or a salesman's percentage and leaving out or guessing at an arbitrary percentage to cover drayage.

Mr. Haworth is going to take up the subject of motor trucks and I do not wish to trespass upon his subject, but have a few figures which may be of interest to you.

One wholesaler has given me some accurate figures showing the cost of operating a 3-ton truck for one year to be forty-five hundred and twenty-three dollars (\$4,523). The truck was operated 261 days and carried 1,688 tons. The cost per ton of all goods delivered was \$2.70.

Figures obtained from other jobbers operating 2, 3 and 5-ton trucks confirm the accuracy of the above figures. There are some jobbers who claim to operate trucks for much less, but upon comparison it will be found that some expense items have been omitted. The above figures, showing a cost of \$2.70, included no charge for interest on capital invested, but all other items were properly covered.

The cost of \$2.70 per ton is the average cost and no doubt includes points where the cost runs up as high as four or five dollars per ton.

Two dollars and seventy cents per ton is 20 cents more than the cost of freight from Philadelphia to New York, is just about equal to the freight from New York to London. Figured on a percentage basis it varies from 3 per cent. to 24 per cent. and bears the following relation to the profit:—

	Drayage Cost @ \$2.70 Ton	Average Profit	Drayage Per ct. of Cost
Corn.....	.06	\$ .15 @ \$ .20	5
Tomatoes.....	.09½	.15 @	20
Sugar, bags 100 lbs....	.13½	.15	3
Sugar, bbls 340 lbs....	.46	.52	3
Salt-Soda, 400 lbs.....	.54	.56	18
Molasses, 600 lbs.....	.81	1.00 @ 2.50	4½
Salt, ground, 200 lbs..	.27	.27	24
Salt, bbls., 320 lbs.....	.43	.38	15

Another firm has carefully figured the per ton cost of free delivery from the centre of Philadelphia as follows:—

	Per ton.
General City Deliveries.....	\$2.00
West Philadelphia & Camden	2.50
Germantown & Manayunk...	3.00

At \$3.00 per ton it costs 10 cents to deliver a case of tomatoes and 50 cents to deliver a barrel of sugar.

It is safe to say that free deliveries cannot profitably be made to points where it costs over \$3.00 per ton.

Address by A. Lincoln Taylor, President Pennsylvania Wholesale Grocery Salesmen's Association.

Previous to three years ago the average grocery salesman had fallen into a deplorable condition; he was of unknown quantity, a nonentity; without organization or representation in the councils of the grocery trade, but through the fertile brain of your secretary, Alvin M. Graves, the idea of organization

## We Have Large and Modern Facilities

and have made a study to manufacture the right kinds of powdered soap and soap powders, and our large business in this line was established on the merit of our goods. We solicit your patronage for our material in either bulk or packages, under a private brand if desired. We also manufacture water softeners. Communicate with us as we are confident that we can interest you.

National Milling and Chemical Co.  
FOX CHASE, PHILADELPHIA

PUSH YOUR OWN BRAND OF

## Peanut Butter

We will pack the best quality under your OWN PRIVATE LABEL in vacuumized glass drinking tumblers; also Mason jars, cans or pails.

Upham, Miller Co.  
NEW YORK

Manufacturers, Importers and Packers of Food Products of the Finest and Most Exclusive Grocers in America.



Your customers will like  
**MAPLEINE**

Recommend it to them with a money-back guarantee for a "Flavour" that is dainty and different—

Or to make table syrup by adding to white sugar and water.

Order from your jobber or Frank A. Smith & Co.  
105 S. Front St.,  
Philadelphia, Pa.

Crescent Mfg. Co.  
Seattle, Wash.

## PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.



Ham without a name is "just ham," and has no uniform quality. It may be good once, but you don't know how it will be the next time.

Your customers can't depend on you if you sell that kind of ham.

SWIFT'S PREMIUM HAMS are uniform—always properly cured, tasty, appetizing. When a woman gets a PREMIUM HAM she wants another like it next time. The only way you can be sure to have all your hams uniformly good is to see that all you sell are SWIFT'S PREMIUM HAMS.

Swift & Company, U. S. A.



was conceived and brought to a successful issue at a banquet held at Kuegler's in December, 1910; thus the Wholesale Grocery Salesmen's Association was formed, the first of its kind in the United States.

After organizing we immediately took up the matter of correcting trade abuses, and have kept steadily at it ever since. Believing in the motto, "We better serve ourselves by serving our customers best," we have kept the interest of the retail grocer foremost in our hearts, and where abuses, such as overloading a customer with "deals" on merchandise that would prove of no benefit whatsoever, thereby handicapping his business, as well as his purse, we have taken up the matter vigorously and demanded of the guilty party that our customer be not imposed upon.

This is an age of organization, co-operation and efficiency; all around us we see the fruits of successful co-operation in the uplifting and dignifying of trade conditions, and it is for this purpose the Wholesale Grocery Salesmen's Association has been dedicated.

Let us then be up and doing,

With a heart for any fate;

Still achieving, still pursuing,

Learn to labor and to wait.

The address of A. J. Wellington on "Bad Debts—Is Credit Too Cheap?" was not delivered, as Mr. Wellington was not present.

Sylvan Stix, of Leeman Bros., New York, spoke extemporaneously on "Sales Efficiency," giving some experiences from his own business.

The address of Clement Schneider, of Mt. Carmel, Pa., on "Salesmen's Vacations," which should have been delivered at this session, was postponed until the afternoon.

President Bursk talked about the "Sugar Question," bringing before the meeting the plan to improve the present condition, under which jobbers sell sugar practically at cost. He told what occurred at Binghamton, N. Y., several weeks ago, as revealing the growing campaign in the direction named. No action was taken.

All the above subjects were generally discussed.

The open afternoon session was opened by Mr. Schneider's paper on "Salesmen's Vacations," the point of which was that all jobbing houses would do well to unite on the first week of July to give their salesmen vacations. The paper was as follows:—

**Address of Clement Schneider,  
Mt. Carmel, Pa., on "Salesmen's Vacations."**

Every wholesale mercantile house of the United States grants to their traveling representatives during some period of the year a vacation, and this fact makes the subject which I am expected to bring before this convention for discussion, and if possible for adoption, serious food for thought.

Before attempting to analyze this subject, I wish to state that I fully

appreciate the honor conferred on me by our worthy secretary, Mr. Graves, to address this assembly of wholesale grocers of the States of Pennsylvania, New Jersey and Delaware.

When first this topic was referred to me by my brother and senior member of the firm, I considered it a hoax and thought he meant "Salesmen's Vocations," the possibilities of which matter would take up an encyclopedia of not less than twenty-five volumes of classy literature. "Salesmen's Vacations" was quite a different proposition and made me blush with anticipation.

Almost twenty years of my life have been spent in the capacity of traveling salesman, and I am beginning to feel that anything else would be out of my line; and looking down those years of time seems as yesterday, or, rather, one long vacation, and to boost this subject and make it work out for the mutual advantage and betterment of both the wholesale grocer and traveling representative will indeed be a pleasure and make all salesmen feel as important as they really are.

Uncomplimentary remarks are not in order to-day about kinds and kinds of salesmen, and from my observation the vast majority of traveling men to-day are positively qualified to fill their respective vocations and do full measure of justice to their employers. So there is no occasion of taking the dose that the angry motorist got from the magistrate, namely: "Three days for saying uncomplimentary things about our pretty little town." The motorist responded: "According to that I'd get a life sentence if I told you what I really thought of it." We all greatly appreciate the service of our salesmen and are only too happy to give them the advantage of a vacation. However, the profits in the wholesale grocery business do not justify the hiring of additional help for the purpose of giving vacations at periods suitable to the salesmen's wishes.

From what information I have been able to gather the cost of doing business has increased, while the profits have not, so it takes a successful speculation now and then in order to even up this one-sided affair. I could upset this argument with the fact of your presence here to-day, and I assure you that a decided improvement in your personal makeup, your healthy looks, your anticipations becoming realizations and joys at being present at this or previous conventions, all prove the absolute necessity and value of vacation periods and make you all better for it. They are one of the things that makes life worth while, for all wholesalers, and, in fact, some of the members of this association get the fever so bad that they go to the Wholesale Grocers' Convention of the United States, no matter how far distant, and I expect to be one myself this year. If you had the pleasure to sit at their firesides and listen to their pleasant experiences, omitting the educational part, it would make you green with envy.

When we raise the question of "When salesmen should have their vacations," and for how long a time, we really open up the subject properly. In looking over the data I have on hand I find that the wholesale grocers of Indiana have been setting aside the first week in July as a vacation for salesmen for the past two years, and the plan has worked out successfully, as copies of letters I have clearly prove.

The jobbers of Ohio entered into the discussion last year and some of this information was valuable in

forming my discussion and shows the drift in our neighboring States. I really believe that the first week in July should be the time selected for the experiment, and it should be a week or ten days.

Since it is a recognized fact that all of us need a vacation, why not arrange it in such a manner as to cause the least possible amount of friction and not compel others to carry the load.

Under the present system of granting vacations to salesmen your business suffers a disorganization from June 1st to October 1st, causing an endless amount of extra work and worry for those in charge. The salesman takes his vacation and returns happy, to find his work begins where he left off. There is no going back over the ground again, his substitute has covered the territory—called upon his trade, getting *perhaps* as much business as a regular salesman. Now this substitute is usually an office man, and in consequence thereof the office help is short—more responsibilities are put upon the remaining force, which generally means work after closing hours to have the work up each day. Can the heads of our jobbing houses leave their desks for a vacation and return home and find conditions the same as the salesman? I should say they cannot. There is usually a lot of business for the heads of the house to take up and complete before they can begin their regular routine work. On the other hand, as stated before, the salesman returns to his work and takes it up where he left off.

The dictionary gives the definition of the word vacation something like this: "Intermission of a stated employment, procedure or the like, a period of leisure or rest, a holiday, of freedom from occupation." The definition of the word vacation suggests to my mind that the first week in July, or the week of the Fourth of July, should be the period for all grocery salesmen to take their vacation, where conditions are such as make it possible. There are, perhaps, certain competitive conditions on account of our bordering States that would interfere with some jobbers to adopt this week, but I believe that if we adopt the first week in July that our neighbors could be induced to do likewise.

The salesman could notify his trade in advance, telling them that all the grocery salesmen would be off the road during the first week in July. The salesmen could leave order blanks and stamped envelopes, which could be mailed to the house in case the buyer found himself in need of anything. The salesmen could also ask their trade to anticipate their wants in advance of their regular requirements.

The word vacation, meaning a holiday, what could there be more patriotic than to have the wholesale grocers set aside the week of the Fourth of July as their salesmen's vacation week? It is one of our greatest American holidays appearing on the calendar. It is usually one of our hottest weeks, and just the time to get away for rest and recreation. It is a week in which many people arrange outings and all kinds of outdoor sports and pleasures, so why should it not meet with the approval of the majority of the salesmen? There are many arguments that can be used for the setting aside of this week as vacation week. The most important argument that suggests itself to me is this, the day preceding a holiday is usually a very busy day for the retailer, on account of his endeavoring to do two days'

work in one. The retailer is usually so busy that the salesman does not have an opportunity of getting an audience with the buyer. The day after the holiday has always been unsatisfactory on account of the necessary confusion following a holiday.

The jobber ordinarily loses three days of that week on account of conditions over which he has no control. Would not the salesman be more self-satisfied if he knew that all of his fellow competitors were off his territory at the same time? There would not be any thought in Brown's mind of Smith beating him to a nice order from Jones because Brown has taken his vacation.

The wholesale grocers of the Dominion of Canada have set aside the first week in July as a vacation period for their salesmen. The Indiana wholesale grocers have adopted this plan and are very well satisfied with it. It seems to me that it is a very wise plan on the part of our jobbers to select this week for the purpose heretofore mentioned.

There is much that could be said in favor of the adoption of a fixed period for their grocery salesmen's vacation, but not wishing to take up too much of your time, as there are other speakers more able than myself to address you.

This subject is presented to your notice for the purpose of obtaining an expression from the jobbers of three States, and if possible, to adopt some fixed time for the salesmen's vacation. And as Mr. Biggar, the secretary of the Indiana Association is present at this convention, he may clear up any points on this subject which I have not made plain, or perhaps overlooked.

At its conclusion the president said that the object of the paper had been to draw the members' attention to the subject, which could later be taken up individually with the secretary.

Mr. J. E. Linihan, president of the American Specialty Manufacturers' Association, then delivered a paper which was to have been delivered on Wednesday, as follows:—

**Address of J. E. Linihan, President American Specialty Manufacturers' Association.**

Your secretary, in assigning me a place upon your programme, very kindly left me the privilege of choosing my own subject, and I am going to use the time you have so generously given me in a discussion of what I consider to be some of the important questions at the present time confronting the wholesale grocer, retail grocer and manufacturer. I will discuss these questions from the standpoint of an individual manufacturer, who has for the past dozen years been more or less in touch with the conditions surrounding the grocery business.

The present time is a period of change and unrest in our country; new ideas and isms are abroad in the land. There is a disposition upon the part of quite a considerable portion of our people to criticize and ask for a change from the old order of things. There are some who are not satisfied with our National Constitution, under which this country has made such splendid progress for the past century, and want it changed and amended to suit their particular ideas. They



that the old order of things is passing and must give way to a new order. Sometimes when you ask these reformers, "Why some of these changes?" I regret to say that a satisfactory answer is not always forthcoming.

The grocery merchandising business has not been exempt from this situation. You will find opinions being expressed by persons in different localities and occupying different positions in our business life, advocating the elimination of the middleman in the distribution of grocery merchandise. Some of them, when asked whom they mean by the middleman, will answer, "The wholesale grocer." Others will say the retail grocer, and you will find some advanced thinkers who will answer, "Both the wholesale and retail grocer."

In this age of enlightened, progressive thought it becomes necessary to try your case in open court before the people. If you are not willing to do this, you run the risk of being called an unenlightened, preconstructed stand patter.

Now, I believe we have nothing to fear by arguing our case in open court before all the people as to whether or not the present methods of distributing groceries and food products, from manufacturer to the wholesale grocer, and from the wholesale grocer to the retail grocer, and from the retail grocer to the consumer is the right way, the most economical way and the most satisfactory way to the consumer, when all questions of cost and satisfactory services rendered are considered.

We believe that the wholesale grocer fills an important and necessary place in the present economical plan of distribution of grocery and food products, and that he gives

full value in services rendered for all compensation received and that he has fully established his right to exist by the hard, competitive test of work done and services rendered.

We also believe that the retail grocer fills an indispensable place in this great established plan of distribution, and that he renders full measure of value in services to the consumer for the compensation received.

The manufacturing and distributing of grocery merchandise, as done to-day in this country by the methods in vogue, is not an accident, neither was it brought about because certain men said, "We will be manufacturers," and other men said, "We will be wholesale grocers," and still other said, "We will be retail grocers." Neither is it because these three sets of men resolved and decreed that the making and distribution of grocery and food products should be: From manufacturer to wholesale grocer, from wholesale grocer to retail grocer, and from retail grocer to consumer. No, the present system of merchandising is the result of an economic evolution, extending through a great period of years, and is in existence to-day because up to the present time at least it is the cheapest and most satisfactory system that can be used.

In the early days of this country the farmer and planter produced upon his farm and plantation practically all of the necessities of life required by a pioneer people struggling to establish themselves in a new country. As this country increased in population and towns and cities came into existence and grew in population and wealth, gradually came the demand for specialization. The farmer and planter found that

they could better devote their entire time and talents to the growing and producing of the products of the soil, leaving to the storekeeper and artisan the production of many of the articles necessary to their life and comfort.

About this time there came into existence—on one hand the general store, and on the other the small manufacturing shop. These first stores bought and sold the crude merchandise required by the people of this period.

As this country grew in population and increased in wealth, and the needs and wants of the people developed and grew apace with the growth of the country, again a necessary economical evolution brought a further specialization, and it was found necessary that there should be larger stores, wherein there would be assembled large quantities of all kinds of grocery merchandise; these stores were located in different sections of the country, most convenient to water and rail transportation, and the specialist in the grocery business—the wholesale grocer—came into existence, made and created by an existing demand.

At the same time the retail grocery store, conveniently located to the consumer became an actual necessity, brought about by the needs of our people.

In the beginning the wholesale grocer was only located in the larger cities of the country, but as the interior of our country was developed, the needs of larger stocks of grocery merchandise closer to the seat of consumption became a necessity, and wholesale groceries were established in almost every city of the country of a population of 25,000 and upwards.

While the wholesale and retail grocery business was growing

and expanding, there came into existence as a result of the needs of the people and as a fruit of the inventive genius of the Yankee mind, specialty manufacturers, men who saw their opportunity for relieving the hard-working American woman of much of the drudgery of keeping a home and catering to the needs of her household. These men took the raw materials at hand (and many times by-products), which but for their ingenuity would have been waste, and made many different articles for household use and comfort.

The advent of the specialty manufacture has wrought a great change in the grocery business. It has enlarged and expanded it, from the few staple articles of the pioneer days, to the extended and variably assorted stock of the present time.

You can readily see, I believe, from the brief history that has been given, that the three principal factors in the grocery business of the present time, namely, manufacturer, wholesale grocer and retail grocer, were each created and brought into existence as the result of a natural evolution in the business of our country, each one sustaining an indispensable relation one to the other and all three to the consuming public.

## MANY GROCERS

Find it pays them to read the "good stuff" in

**The Advertising World**  
Columbus, Ohio

Sample free, or four months' trial for 10 cents

# The Prairies Are on Fire and the Woods Burning!

Never in the history of big CO-OPERATIVE SELLING EFFORTS has so much interest been shown as in CANNED FOODS WEEK. Everywhere in the United States, and apparently everywhere else, the retail and wholesale dealers are coming up on the firing line.

Even Canadian dealers are asking for information and literature, and Uncle Sam has waked up to the importance of the event and has asked for information and literature to send to the Consuls abroad to post them up on the industry and its importance.

Do you know that during Canned Foods Week display advertisements will be inserted in 216 big daily newspapers throughout the United States?

Do you know that during that week advertisements will be placed in 5993 of the smaller and weekly papers of the United States?

Hundreds of these papers are getting up Special Issues or Editions, and will publish entire pages and sections relating to Canned Foods.

The wholesale grocers, canners, retail grocers, department stores, general stores, and all dealers who handle CANNED FOODS are pulling together and pulling hard to make the week a great occasion for the distribution of canned foods and the education of the public in relation to the excellence, wholesomeness and economy of such foods, and to make it the greatest selling and educational effort ever known in the world's history. Provide yourself with stock to meet the demand, and arrange for window and counter displays.

## SPECIAL FEATURES

A poster 42 x 28 inches, purple ground, white lettering; one pennant 24 x 14, green ground, white lettering; another pennant same size, red ground with white lettering; all appropriately printed for window or counter display; also a leaflet lithographed in six colors, showing a design for a single and a double-window arrangement will be sent out generally *so far as the funds at the command of this Committee will admit.*

The work of this Committee is general, and for the benefit of the entire trade in canned foods, as we are advocating no label or brand or private interest, therefore it is much harder to raise funds than for individual benefit.

If you want to be *absolutely sure* that you will receive the SPECIAL ADVERTISING FEATURES as described send this Committee ten (10) cents in postage stamps for partially defraying the expense of the postage and cost, and this assortment will be mailed you all in one large envelope:

One 42 x 28 Poster, Purple with White Lettering.

One 40 x 10 Pennant, Red with White Lettering.

One 40 x 10 Pennant, Green with White Lettering.

One Lithographed Window Display Leaflet, 6 Colors.

Two White Silk Badges, with Pins, for your Salesmen.

We will mail this outfit before March 15, 1913. For the outfit without the badges send only five cents. For each extra badge send three cents.

Many want to use more than one set of Posters, Pennants and Badges, and *to be positive* that they will not be overlooked, and to feel they are helping the cause along.

If your canner or wholesale grocer will not or cannot furnish you with leaflets for distribution to consumers, write to this Committee, telling us how many you can use without waste, and they will be promptly mailed to you *without charge* of any kind.

Be quick about these matters, as there is no time to lose. We are receiving 500 letters daily now, and the number is increasing. This is *your* work for *your* benefit and profit, and you are welcome to our help. Give us your co-operation.

## The National Canned Foods Committee

1517 Masonic Temple, Chicago, Ill.

J. A. LEE, Manager



We believe at the present moment the retail grocer is one of the most important factors in this "Business Trinity." Does the average man ever stop and consider what a tremendous factor the retail grocer is in the finance and credit of this country? If, upon some Monday morning every retail grocer in this country should decide to cease extending credit to the public—what would be some of the results to follow his decision? How many schools would close, because there were no pupils to attend? Lack of food is very apt to beget lack of incentive to study and acquire knowledge. How many shops or factories would not open their doors? Men cannot labor if they have not the sustaining influence of proper food. How many farms would remain untill, on account of the tiller of the soil being without his three square meals per day—a very potent factor in agriculture?

The retail grocers of this country, through and with the assistance of credit given by manufacturers and wholesale grocers, are extending to the people of this country groceries and food products upon the credit basis, it is said of a value of approximately three-quarters of a billion dollars. How many shop and factory workers in our cities are enabled to pass through periods of sickness in their families and non-employment of the head of the house and maintain their self-respect and freedom from public charity until the coming of better days by the credit advanced to them by their best friend in the time of need—the neighborhood grocer? How many farmers in the country have been assisted and tided over periods of bad crops, sickness, and so forth, by the country retail grocer, making it possible for those farmers to hold onto the homestead and giving them the necessary encouragement to go on and prepare and produce the next year's crop?

You will readily see that the retail grocer, backed up and sustained by the manufacturer and wholesale grocer, cuts a very much larger figure in the business and economic life of this nation than some of the visionary reformers, clamoring for his elimination, have ever dreamed.

The retail grocer, coming in direct touch with the consumer, is, in my opinion, the keystone of our system. Then let us, as wholesale grocers and manufacturers, deal fairly with our brother, the retailer. We should try to help him in every way possible. Our salesmen should be instructed—out of their wider experience in business—to educate and advise him to be a better merchant, to keep cleaner stores, use judgment in the matter of credits, be courteous to his customers, so that the service rendered may be of such high order that the consumer will be entirely satisfied and they may say, "By his works I have known him."

We believe that the magazines and newspapers of this country can do a great amount of good by printing articles to their women readers, showing them that part, at least, of the high cost of living is caused by the careless and thoughtless methods of ordering on the part of many housekeepers. It stands to reason that if a woman orders her groceries in small lots and dribbles, necessitating frequent deliveries, that the cost of doing business is correspondingly increased, and that this increase in expense must be added to the cost of the goods. Teach the consumers to either pay cash for their groceries, or at least pay last month's

bill promptly—that it is an imposition upon the hard-working retail grocer to have his entire capital tied up in credits to his customers.

If the monthly magazines and newspapers will devote more space on their women's pages to good advice and educational articles of this kind, it will, in my opinion, be doing a much more practical service to the public at large than in advocating the elimination of the retail grocer.

I have devoted considerable time and thought to the retail grocer, for the reason that upon his success must, to a great degree, depend the success of the wholesale grocer and manufacturer.

Having, as we believe, by this brief history of the causes which brought into existence wholesale grocers, retail grocers and manufacturers, demonstrating that the present plan of distribution is the right way, we will take up a few of the important present-day questions concerning the grocery business that await a solution.

#### ADVERTISING OF GROCERY FOOD PRODUCTS BY SPECIALTY MANUFACTURERS.

The educational advertising done by specialty manufacturers to promote the sale of their products has, in our opinion, been one of the most effective methods in increasing the volume of business done by wholesale and retail grocers. This advertising has created merchandise upon which the wholesaler and retailer must, to a great extent, depend for their profits, and it has helped elevate the grocery business to a higher plane than the handling almost exclusively of heavy staples—like sugar, molasses, etc., which requires the wholesale grocer to become a speculator if he is to get even the cost of handling out of these staple commodities—leaving out of the question entirely the matter of a living profit.

I had the privilege a short time ago of reading a circular sent out by a large wholesale grocery firm—calling the attention of the consumer and retailer to the fact that the advertising done by manufacturers was, in their opinion, one of the principal contributing causes to the high cost of living. (By the way, this wholesale grocery firm is one who makes a practice of putting out under their own private label almost every article of grocery merchandise, for which a market has already been created by the educational advertising of specialty manufacturers.)

I contend that the statement that legitimate educational advertising increases the cost of an article to the consumer is a fallacy and misleading, and not sustained by the facts in the case.

If the manufacturer of a soap, for example, has built up a business without advertising, aggregating an output of 100,000 boxes per year, and by the use of educational advertising to consumer he increases the users of his soap to such an extent that he is able to manufacture and sell a million boxes per year—does the advertising add to the cost of the soap? Does the consumer have to pay more for his cake of soap on account of the advertising? The soap manufacturer is enabled, on account of his increased output, to manufacture in a better equipped factory—with the advantage of up-to-date labor-saving machinery—he is enabled to employ higher class labor and pay better wages. He is able to purchase his raw and packing materials in much larger quantities and at consequently lower prices.

He is also able by pro-rating the overhead manufacturing and selling expense over this much larger volume of business to greatly reduce the cost of production. Then, again, the manufacturer of a million boxes of soap can earn good dividends upon the capital invested in the enterprise upon a much smaller basis of net profit per box than would be the case were he only manufacturing 100,000 cases—with the net result that the advertising cost is absorbed by the gross profit on the greatly increased volume of business done. The consumer is enabled to buy a better cake of soap for the same money. The wholesale and retail grocer is correspondingly benefited and enriched by their profits upon this volume of new business.

This example will, I believe, hold true in almost every case of successful specialty advertising. The only one who stands to lose in this transaction is the manufacturer. He must of a necessity increase his volume of business in proportion to his advertising expenditure, or be automatically eliminated from the field.

#### THE PRICE CONTROL BY SPECIALTY MANUFACTURERS.

Should the specialty manufacturer have the right to exercise a reasonable control over the price of his products after they have gone into the hands of the wholesale and retail grocer is one of the important questions for solution at the present time.

Should the manufacturer who has created a new article of merchandise and built up a large business on same have the right to exercise a supervision over its sale by the wholesale and retail grocer, to the end that a reasonable selling price upon such article be maintained—thereby protecting the wholesale and retail grocer in securing a living profit in the sale of this article and securing the manufacturer in his investment in time, labor and capital required to bring forth the business?

Upon this important question there seems to be a decided difference of opinion, and this question is, at the present time, up for a decision by the courts. If the Federal Government and courts decide that it is not proper for a manufacturer to have a reasonable control of the price at which his products shall be sold by wholesaler and retailer, we will, of course, all of us, as good citizens, bow to this decree and obey same. We believe thoroughly in competition. Competition which brings forth and develops the best thought and skill among the members of our allied interests, to the end that the specialty manufacturer may produce better and more wholesome food products—that the business methods of the wholesale grocer in the distribution of these food products from manufacturer to retailer may also be improved, and that the retail merchant, standing close to the consumer, may conduct cleaner and better stores—may become better merchants, so that the great consuming public of this country may reap the benefits of this healthy, wholesome competition.

We fail to see wherein lies the real benefit to any one in a competitive condition which invites and encourages ruthless price cutting—resulting in the destruction of valuable property rights that have been created by long years of honest, efficient toil and effort.

We have all listened with a feeling of optimism and hope to the words of our new president, who has spoken so eloquently in favor

of opening the doors of opportunity to the ordinary man.

We believe that the Government and courts are proceeding in the wrong direction to bring about the conditions for which they are evidently striving—when they prosecute manufacturers for exercising what they consider to be their rights—in asking that the products which have cost them thousands in labor and capital to produce, shall be sold to the consumer at a reasonable living profit by their agents—the wholesaler and the retailer. In our opinion, the worst possible condition that can come to pass in this country is to have manufacturing and merchandising concentrated into the hands of the few in our great centers of population, to the detriment of the smaller manufacturer and merchant and the smaller cities and rural districts of our country.

In the language of the poet, Goldsmith, when he surveyed the scenes of ruin and desolation of the deserted village:—

"Ill fares the land to hastening ill a prey,  
Where wealth accumulates and men decay."

The business methods in the past, which have resulted in placing the control of some of the important articles of common usage in our country into the hands of trusts and large combinations of capital, and driven the smaller manufacturer and merchant for all time from the field, has been by the cut price route, viz., selling merchandise at less than a living profit—sometimes at less than cost of production—until competition was driven out—then control in the hands of the few, and bloated fortunes made at a cost to the consumer.

We fear that if our Government and our courts persist in their course of demanding that all restrictions so far as price maintenance is concerned be removed, that history will repeat itself.

The paper on the Metric System was delivered by Fred R. Drake illustrated with charts. The point of it was the simplicity of the metric system, both for weight and measurement, as compared with our present systems. Mr. Drake's paper was as follows:—

#### Address of Fred R. Drake on "The Metric System of Weights and Measures and Applying it to the Grocery Business."

The lack of uniformity in the legal requirements by the different States with regard to our system of weights and measures has been the subject of legislation and discussion since the foundation of our Government.

The weights and measures officials of most of the States annually hold a convention in Washington at the Bureau of Standards, the head of which to-day is Dr. S. W. Stratton.

It has been stated publicly that the legal weight of a bushel of sweet potatoes in different States varies from forty-six to sixty pounds, and is an apt illustration of the lack of uniformity under our present system.

While the United States and Great Britain and her colonies are supposed to be using the same system, we are not in accord with them by reason of our capacity measures being entirely different, due to changes made in the last century by them and not followed by us.



internationally, we are with England isolated from practically all the rest of the world, which is using, or has authorized, the metric system.

Most of us studied the metric system in our school days, but like most of things in our arithmetic, it has passed from our minds by disuse. Each year knowledge of its value is being spread more widely and its practicability shown by its more universal use.

The ideas embodied in the metric system have been the subject of scientific thought, indefatigable labor, legislative action and public discussion for two hundred and fifty years. In early times each locality and industry had its own system of weights and measures, which crudely served local needs and primitive conditions. With increasing intercourse between communities this diversity of units and standards proved confusing and intolerable, and the demand for a simple, universal system grew readily to a climax in the closing years of the eighteenth century.

The system is founded upon the following principles:—

That the unit of linear measure applied to matter "in its three modes of extension, length, breadth and thickness, should be the standard of all measures of length, surface and solidity; that the cubic contents of the linear measure in distilled water, at the temperature of its greatest contraction, should furnish at once the standard weight and measure of capacity; that for everything susceptible of being measured or weighed there should be only one measure of length, one weight, one measure of contents, with their multiples and subdivisions exclusively in decimal proportions; that the principle of decimal division and a proportion to the linear standard should be annexed to the coins of gold, silver and copper, to the monies of account, to the division of time, to the barometer and thermometer, to the plummet and log lines of the sea, to the geography of the earth and the astronomy of the skies, and finally to everything susceptible of comparative estimation by weight and measure; that the whole system should be equally suitable to the use of all mankind; that every weight and every measure should be designated by an appropriate significant, characteristic name applied exclusively to itself."

On these principles was established in 1799 in France the metric system, which within a century became the legal system of more than two-thirds of the civilized world, and is now in use by practically all countries save the British Empire and continental United States, for in Porto Rico it was made obligatory in 1899, and in the Philippines it was made legal in 1901. The United States has already adopted it for many purposes.

In 1866 Congress legalized it for all purposes. All the States have been provided with copies of the metric standards.

Foreign postal rates are fixed in metric units and our new parcels post limit is based on the foreign parcels post weight limit of five kilograms, which is the equivalent of our eleven pounds.

It is used in the scientific investigations conducted by the Government, and is required in the medical work of the War and Navy Departments and the United States Public Health and Marine Hospital Service.

In 1904 Congress adopted the international electric units based on the metric system as the legal units

of electric measures in the United States.

A most important action was the establishment in 1875 of the International Bureau of Weights and Measures by the United States and other leading countries of the world and the adoption of the metric and the kilogram in 1893 as the fundamental standards of the United States from which the yard and pound are derived.

The fundamental unit of the metric system is the meter or unit of length, which is equal to 39.37 inches. From this unit the units of volume, the liter, and mass, the gram, are derived. All other units are decimal subdivisions or multiples of these. Furthermore, these three units are simply related, so that for practical purposes one cubic decimeter of water weighs one kilogram and contains one liter.

The metric terms are formed by combining the words "meter," "gram" and "liter" with the six numerical prefixes, as milli-meter, one-thousandth of a meter for length; centi-meter, one-hundredth of a meter for length; deci-meter, one-tenth of a meter for length; unit, one meter; deka-meter, ten meters for length; hecto-meter, one hundred meters for length; kilo-meter, one thousand meters for length, and is used in place of our English mile, being about five-eighths of a mile. This same nomenclature is used with "gram" for weight, a kilogram being one thousand grams and equal to about two and one-fifth English pounds avoirdupois; and for capacity, both liquid and dry measure a "liter" falling between our dry and liquid quarts.

It is not necessary to enter into any argument to illustrate the advantages of the metric system for

facility of computation and convenience of memorizing its interrelations. From this point of view the advantages of the system are universally conceded by those who have made an impartial examination of its merits. It is probably no exaggeration to state that at least one-half of the time involved in the average computation required in daily life would be saved by the use of this system over what is required by the existing system of weights and measures. It is a harmonious and philosophic system that is easily comprehended, and once understood, easily memorized.

The mental strain on school children in the study of arithmetic would be greatly reduced if this system were in common use. It is undoubtedly true that it is as simple for all uses, compared to our English system of weights and measures, as our United States system of coinage is simple compared to the cumbersome, unrelated, arbitrary English system of money, where the component parts bear no decimal relation to the unit of value. Practically the whole world, save ourselves and England, have adopted it and are using it, and our international transactions, now so enormous, would be greatly simplified, and in our wonderful interstate commerce, the amount of time, labor and annoyance saved would be almost incalculable. Strictly speaking, we are at the present time not in accord with any country in the world, our capacity measures being entirely different from those in use in Great Britain and her colonies, including Canada, as said above.

The National Wholesale Grocers' Association of the United States has been the pioneer as a National trade organization in advocating uniformity in National and State

legislation in all matters pertaining to the grocery business, and is wielding great influence in helping on to realization this dream of universal standards of two hundred and fifty years ago, and now so much of a reality in two-thirds of the civilized world.

My trips abroad years ago and the past two summers have impressed me with the practicability and workability of the system; and a remarkable thing in my experience on the subject of this system is that there have been but two men with whom I have talked, either here or abroad, who have not been favorable to its adoption, and my inquiries have covered a wide range of occupations and professional life. At St. Louis last year at the convention of the National Wholesale Grocers' Association of the United States, there was not a manufacturer, jobber or professional man with whom I talked who was not favorable to its adoption. This past summer, while en route to Scotland, in talking to Captain Dollar, of San Francisco, owner of the Dollar line of steamships, which carry lumber from the Pacific Coast to China and the Orient, I found he was not only familiar with the system, but enthusiastic for its adoption by this country. He, to-day, is selling his lumber at Manila on the metric system, which he cuts in this country on the English board measure. He was delighted to know that a trade organization was interested in the adoption of the metric system, and assured me positively that he could get the indorsement of the Chamber of Commerce of San Francisco and, in fact, the indorsement of the Chambers of Commerce of the entire Pacific coast. I thanked him and told him that I wished to cre-

We'll Help You Sell



## Freihofers EGG ELBOW MACARONI

We have just prepared this beautiful life-size cut-out, handsomely lithographed in four colors on stiff cardboard, 36 inches high, showing a grocer offering his customers FREIHOFFER'S MACARONI. It's a strikingly handsome advertisement and will make sales if placed on your counter or in your window. If you're going to push the sale of FREIHOFFER'S MACARONI write us for this cut-out. Only a limited number to be given out, so let us hear from you soon. You want to push

the sale of FREIHOFFER'S EGG ELBOW MACARONI because it will lead to sales of FREIHOFFER'S NOODLES, SPAGHETTI and PASTELS—all clean, American-made goods that will please your customers and pay you good profits.

**Freihofers Baking Company**  
PHILADELPHIA





ate a better knowledge of the system by the dissemination of information through our associations to not only wholesale grocers, but to the retail grocers and the general public before any further steps in legislation should be taken.

In October we had a consultation with Dr. S. W. Stratton, Director of the Bureau of Standards, Department of Commerce and Labor, in Washington. We were most cordially received and heartily welcomed, and advised that our interest in this subject was looked upon by the Bureau of Standards as of the very greatest importance in furtherance of the eventual adoption of the system. The attempts that were made in legislation from the time of the Thirty-ninth Congress in 1866, when it was made a legal standard, have been with the idea of having the system adopted by Congress as a compulsory Government enactment. They now believe that the best method to pursue is to educate the people, as is being done in the schools, and by the dissemination of literature on the subject, so that when it comes up for enactment into law at some future time the people will be possessed of such knowledge of the value and advantages of the system that they will instruct their representatives in Congress to vote for such legislation.

In addition, Dr. Stratton has promised to address our National Association in convention at Atlantic City next June.

Last autumn the National Jewelers' Board of Trade adopted the metric carat, equal to 200 milligrams, to go into effect July 1, 1913, so that the United States may be in harmony with the metric standard uniform throughout the world.

The meter is used for dry goods, merchandise, engineering construction, building and other purposes where the yard and foot are used, and would greatly simplify the work and calculations of the general storekeeper.

The grocery trade, both wholesale and retail, are largely interested in the metric system of weights and measures and the great simplification of business to be done by the kilogram, which is approximately 2.2 pounds, and the half kilo, which is equal to 1.1 pounds. The liter, or measure of capacity, is about 5 per cent. larger than our liquid quart, and about 5 per cent. smaller than our dry quart; a hectoliter (100 liters) serves the same purpose as our bushel (2,150.42 cubic inches), and is equal to about three bushels; a peck is about nine liters.

The liter is used for measurements commonly given in the gallon, the liquid and dry quarts. One liter of water weighs exactly a kilogram, that is, 1,000 grams, or 2.2 pounds. One thousand liters (that is, a kiloliter) of water weighs one metric ton, or within thirty-six pounds of the United States long ton.

All calculations under the metric system, were it in every day use in the United States, would of course be reduced to decimals and multiplication only would be necessary, all fractions of pounds or bushels disappearing and no division would be necessary, and every calculation in weight or measure multiplied by dollars or cents would give at once a decimal result in dollars and cents, and much of our calculation could be done by printed tables, as is done by all banks and by many of us with sugar charts, at a great saving of time and mental effort. It would require a slight change in the scale bars and weights and measures, and would

involve some expense, but the time saved in calculation would far outweigh the money expended, and our weights and measures would then be uniform in all the States not only, but with the rest of the world.

A. M. Wilson, president of the New England Wholesale Grocers' Association, delivered the following address on "Some Evils of the Trade":—

**Address of A. M. Wilson, Boston, Mass., President New England Wholesale Grocers' Association.**

Your good secretary, when inviting me down to this meeting, asked me to give a short talk on some subject and later urged me to name the subject. As I had not found an opportunity to think up anything special, I gave him, off-hand, as my subject, "Some of the Evils of the Trade." But when afterwards I began to consider it, I did not know where to begin nor where to leave off.

But there is one subject which I wish to speak of at this time which has been taken up by the National Association, also by the different local associations, and I presume by you, namely, the subsidizing of salesmen. Votes have been passed by the different associations condemning this practice, also urging their officers to ask to have it eliminated.

Now, we all admit there is no one thing more demoralizing to your salesmen, nor more hazardous to your business, than to have an outsider or manufacturer come in and offer to pay your salesman something extra to push his goods, to the detriment of the other fellow.

As merchants you sell such goods as you consider have merit and are worth the price paid. You hire and pay your salesmen to go out and sell these goods, talk quality and get a fair margin over the cost to pay for distribution. Later you find that these goods are not moving, although you have been urging the sale of same, and for reasons of your own you desire to make a showing on them. You investigate and find that nearly all the sales call for another manufacturer's line, which may or may not be just as good, but which you may have strong reasons for not wanting to push. You then approach the salesman and he tells you, "Why, I am turning all the business I can on to this brand, in fact, pushing is above any other line of goods we carry, because the manufacturer has offered me a dress suit case or a fishing pole if I would sell so many cases." You ask how this offer came to him and he will probably tell you that he received a letter from the factory, saying that his house had given them his name as one of their good salesmen and they wanted to show their appreciation and help him along. Perhaps you personally did not give the name, but some bright manufacturer's agent obtained same from your department manager, or other office employee.

Now then, gentlemen, I think this subject should be more thoroughly explained to every one connected with your business and have it understood that if any manufacturer wishes to write to your salesmen, that their letter must come to you first, and if you consider they are of the right character to give your salesmen, you will see that they get them. On the other hand, if you desire to have

the manufacturer own your salesmen, and you want them to go out and cut prices, load the retailer beyond his natural wants for the sake of getting a fishing pole, have this vote rescinded, for as it is, you are not treating your officers fair, for when he approaches a manufacturer who is doing this kind of work, the manufacturer immediately replies and generally produces more or less proof, that the very men who the officer is supposed to represent are furnishing the names of the salesmen, and will even go so far as to say that some of the men of the firm themselves are after the same prize; nor are you fair to the manufacturer who does not do this and there are a great many who formerly pursued this course who have withdrawn at the request of the jobber.

Personally, I believe any manufacturer who will try to buy or bribe your salesmen needs watching just as close as a man who tries to buy a juror. If his goods have merit they should be worth the money; if he can afford to pay 10 cents or more a case to your salesmen for selling same, he should be able to sell them to you that much cheaper, that you could push them along to the retailer and consumer at a less price.

There is another proposition which we are all up against which I believe should have more attention paid to it than has been, and that is the manufacturer or broker who deliberately comes in, and after selling you a good line of goods, goes out and sells the retailer, who has a credit rating, a small quantity at the same price, and perhaps ships it in your car to save the freight. Not only is this unfair to you, but most unfair to the other retailers. If the consumer was benefited we might say there was some gain, but we all know he is not.

Most of this trouble comes from goods that manufacturers put on the market through brokers. Why? For the reason that the broker who does this kind of work is looking for what he can make to-day, not the building up of a business on any one line or brand of goods.

A few days ago I had occasion to follow a certain party who had sold my firm a fair line of goods; later I found where he had sold a retailer five cases, and still later where he had sold a restaurant one case. Now then, he has simply demoralized the price and sale of his own goods both with the jobber and retailer. The remedy for this is with yourselves, individually. There are manufacturers and brokers, and their number is increasing, who believe in a square deal, and if you do your part there will be more.

I know of no law to-day that compels you to buy any particular brand of goods, nor do I know of any law, as yet, that compels you to sell such goods as are not for your best interests.

It is hard for many of us to believe, but what if the men who are engaged to-day in tearing down business should stop and consider, they would do things differently.

The newspaper reporter gets hold of a report that a family has had a sudden attack of stomach trouble; he hurries around and asks how long since they have eaten any canned goods, finds out they had canned peaches for supper two nights before. Immediately he puts in large head lines "Another Case of Ptomaine Poisoning from Canned Goods," without stopping to find out the truth nor considering the harm it is doing to a large industry. Although the trade press will try to show the dishonesty of the case,

they do not reach the people, and the great mass of readers, owing to their ignorance of the business, prefer to read and believe the sensational.

We have been successful in obtaining the Pure Food Law; we should now demand pure reading matter in our daily press.

We hear a great deal about restraint of trade to-day. This is a great country, we are great people and the masses are easily led by agitators, editors of yellow journals or politicians playing to the gallery, but I firmly believe in the near future there will be just as strong a demand made to control the price cutter, the demoralizer, the man who goes into business on borrowed capital, or not any, and by his methods restrains you from doing a legitimate business. I can see very little difference between being forced to do business for nothing by a large trust with money, or by price cutters, perhaps without money, or by people who wish to use a well advertised brand to sell some inferior article by. Up to the present time it would seem that only one side of the question has been investigated.

Mr. Zeidler, of Scranton, commented on Mr. Wilson's reference to the greed of the politician, by advising the members to become politicians if necessary, and go to the Legislature and to Congress to protect trade rights.

Mr. J. Fred. Haworth's paper on "Auto Trucks" followed:—

**Address of J. Fred. Haworth, of Haworth & Dewhurst, Wholesale Grocers, on "Auto Trucks."**

I am going to confine this paper to actual ledger experiences and eliminate, as far as possible, any figures or ideas that have not had at least one or two years' experience to determine their merit.

It is apparent that the best laid plans "aft gang alee," and often things which are considered impractical and impossible prove easy and useful. Our practical experience with the motor truck has extended over a period of six years.

I am going to take up the economical side first; through the suggestion of your worthy president, Mr. Bursk. Again I will tell you the actual experience and let you draw your own conclusion.

The first truck that we had, imperfect as it was (and it was, perhaps, as good as any at that day), showed us that even under the adverse conditions which it had to work, it was practical from a cost-per-ton-proposition. This truck was bought on a contract and it failed to live up to the specifications. After six months' of experience I returned it to the manufacturers, and after two years of correspondence, received the money which was due us on this return.

The reason I returned it was not so much on account of the failure of the truck to travel a certain number of miles on a certain amount of gasoline, but owing to the fact that in the increased radius of delivery that it offered I saw that it was going to interfere seriously with our policy of freight.

Other firms in the city profited by our experience and refused to buy motor trucks for a period of about two years. Strange enough, one of the firms who were most opposed to the prepay of freight instituted two trucks. Their possibility of long hauls has brought the



freight problem to a climax in our territory, and that means that we are on a prepay basis in the entire county at the present time, and with prospects that the entire territory will follow.

It has been the policy of some firms to use delivery wagons and trucks and charge what excess cost that may have accrued to advertising. This may have been necessary at one time, but I think need not be considered as a business proposition at the present time.

The truck manufacturers have bent to their problem and are producing more practical and better equipment from day to day. Whether or not the truck may be installed economically in a particular business has this one thing to contend with, and that is lack of separations in the expense account of that business to adequately tell just what cost their horse-drawn vehicles are obtaining.

For a number of years the trouble has not been with the manufacturer of the truck, but with the firm using it. They are unwilling to give the time and attention that this delicate and complicated piece of machinery requires.

They are with us to work uninterruptedly every day, twenty-four hours a day, provided they can have the proper care. I have actual records and costs of trucks working twenty-four hours continuously. Under proper management, this is the ideal condition to install truck equipment as against horses.

From the hazard point of view, you can cover that beyond the possibility of any epidemic or broken leg conditions. You can cover them with insurance almost completely, but not absolutely, but the conditions and chances you take are far less than you take with the faithful horse.

The first important rule in operating power wagons is to keep them in continuous service. When your machine stops at crossings, behind a wagon or in front of a retail merchant's store it is costing you four times as much per minute as a driver and a two-horse team.

This moving condition may be obtained by a study of the time promised for delivery of your goods by your salesmen and by local traffic conditions. I strongly urge that orders delivered by trucks be second-day deliveries. This meets with

opposition at first, but after being experienced meets with the indorsement of the retailer as well as the wholesaler, in that it gives him complete orders, and short shipments on orders are not conducive to pleasant business relations.

The importance of this suggestion cannot be too strongly emphasized and leads me to digress for the moment in saying that we are maniacal in what we consider the proper time of delivery. There is no more reason in adding the additional cost of rushed deliveries to the grocery business than there is in carrying two years' supply of postage stamps. The fact that the retailer indorses this idea is the best evidence that it should be developed. An almost superficial study will give you the reason why he is better prepared to receive his goods two days after the order is given than the next day.

Warehouse conditions should be studied and arranged so as to have the goods on the floor ready for moving to the truck body at the moment the end gate strikes the platform. We have carried this proposition further and are saving 10 per cent. of our cost by keeping one extra body in the warehouse and loading it when the opportunity affords, removing the empty body when the truck arrives and dropping the loaded one on the chassis by an electric crane. You will shortly be able to have trained men to meet your particular conditions with a fund of experience and practical suggestions.

The next problem is the question of loading, and I have promised to be frank with you, and will state what our practice has been and how it has been at variance with instructions from the manufacturers of trucks.

A month ago I accidentally met on a Pullman car three gentlemen who were intimately connected with the largest manufacturers of power wagons in the country. On learning that I was interested from a practical standpoint in the motor truck, I was asked about my practice in loading. When I told of my transgression, which was almost 100 per cent. overloading, I met with disapproval and was asked if I would drive a tack with my watch. I replied that if I could drive a tack with my watch cheaper than I could with a tack hammer

I would do so. I stated this, fully appreciating the position of the manufacturer, and the manufacturer has been ready to deliver trucks that will do our work for a longer period of time that we have been willing to deliver intelligent supervision.

The first rule that I made when I put on my second truck was that the truck should never leave a macadam or paved street during the winter months. The only delays in deliveries that we have had in the last two years have been in the breaking of this rule.

I do not want you to adopt my practice of overloading unless you give it the same supervision that I have given it. We have had two years of actual experience of actual costs paid for and audited, and have only increased our cost per day \$2 above those concerns who are following the prescribed path. With the loading device that we use and our overload, we are roughly doing in the ratio of three to five. In other words, three trucks are doing the work of five, were we obeying the manufacturers' moral law. I may be at variance with theory, but I invite engineers to examine my expense account and ask them to draw their own conclusions. It may be heretical, but it is expressed in dollars and cents, and that is the business man's yardstick for one dimension measurements, at least. Out of deference to our worthy president, Mr. Drake, I should have perhaps said a meter stick, or metric stick.

Summarizing, if you are going to use trucks, buy a truck from a reputable dealer, one who has a reputation to lose. Do not balk at a few hundred dollars of cost, because interest on first cost is a negligible quantity at \$20 a day operating cost. Before you put your truck on to the street, consult a good insurance man and pay a proper premium on your liability, fire, accident and theft insurance. When you want him you will want a good one, and one that is not staring receivership or dissolution in the face. Use the same intelligence in buying your supplies that you do in buying tomatoes. Do not be misled by the lover of horse flesh, who is unwilling to see his hobby and his knowledge of oats give way to gasoline and lubricating oils.

Start your expense account per

day by figuring depreciation, adding your insurance charges (I here suggest that you take \$10,000 accident liability insurance instead of \$5,000). The increased cost adds but little to the daily expense and gives you a better safeguard against hazards.

Figure your cost of tires and your cost of upkeep not on what the salesman tells you, but on the basis of the actual experience of some person who has run a truck under similar conditions to yours for a year or two. Try and figure every possible expense, omitting none that are fair, then add a slight percentage for the ones you have omitted and figure with this cost per day how many wagons you will displace. You probably have not kept an accurate record of your wagons. If you have, run two accounts side by side, with daily entries. Figure daily from your experience what it would cost you to deliver the goods by wagon that you are now delivering by automobiles, and I think you will be surprised at the result.

Do not imagine because your truck will run twenty-four hours a day that it will climb a tree or lie down and roll over. It is a more intricate and delicate piece of mechanism than your pocket chronometer and will require skillful handling. Pay your driver what he is worth. He is worth proportionately what he saves as against less experienced and more incompetent drivers. Get interested in him and his work. If those of you who are accustomed to riding in pleasure cars will ride for one half hour on a three or five ton-truck, you will find that it requires more care, more skill, to drive a truck than it does to drive a pleasure car at forty miles an hour on a congested highway. You will become acquainted with a new sensation. This sensation is called shock. The best engineers in the country are trying to build machines that minimize shock. The shock on the mechanism is entirely proportionate to the speed of the vehicle. The same set of springs that will carry a given load at a draught horse gait will be required to be made five times as heavy for the same load in a power propelled vehicle, owing to the increased speed.

The first crime that one of our drivers commits is to overspeed, and the second crime he commits is to drink on duty, whether it be



## When the Sap is Rising—

Indicating the approach of Spring, the awakening of Nature from its long Winter nap. It's time to brush up our stocks and put our best foot forward. Can we interest you in our offering?



**SYRUPS**—How is your stock of Syrups? Don't get too low before ordering and when you order remember our Syrups always give satisfaction, quality runs regular, and our brands are well known and popular. Furthermore, you will find our prices right. Royal Table Syrup, bright, clear and fine flavor; Challenge Table Syrup is another favorite; Gilt Edge, King "B" Drips, White Clover Syrup, Extra Amber, Crescent, Quaker City Syrup, etc. Also a full line of Sugar Syrups and New Orleans Molasses.

**ASPARAGUS**—There is always a demand for Canned Asparagus at this time of the year, just before fresh goods come into the market. The California product is hard to beat: Mammoth Green, full stalk, No. 2½ size tins, per dozen, \$2.40; Del Monte Brand Tips, No. 1½, per dozen, \$2.00; Buckskin Tips, No. 1½, per dozen, \$2.05; Peak Tips, No. 1 round cans, per dozen, \$1.35. Add to stock and you will sell it.

**ROASTED COFFEES**—You are particular on your coffee trade and justly so, your trade demand good drinking Coffees. We want you to try our Ex. Choice Bourbon Roasted Santos, you will find it a wonder; 50 and 100-lb. bags, price, 20½c.; we also have a clean whole bean Roasted Rio "C. C. Special," 50 and 100-lb. bags, at 17½c. Buy your coffee of us.

**KIRK, FOSTER & CO.**

WHOLESALE GROCERS 209

NORTH WATER STREET  
PHILADELPHIA - PENNSYLVANIA



moderate or intemperate. It has pretty much the same aspect when it goes before the coroner's inquest. The man who has a record for not drinking will have an easier time after he has injured some one, and the possibilities are that if he drives long enough he will have an accident.

I am not going further into the details of cost, but after you have everything down and have added your fraction for what you have omitted, figure your manager's time in looking after this department and charge it. Some of the best statisticians that I have met, whose separation of accounts is almost a joy, have assumed that the manager's time was not worthy of serious consideration. I believe if he will get interested, as he will have to, he will have to give it considerable time, and this should be fairly charged in the analysis of cost.

In conclusion I will say that it looks as though the writing on the wall points to power driven wagons. Your incentive, which has not been blighted by too much education of the hot house variety, will probably suggest trying one. This will be my closing indorsement.

There was some discussion here, inspired by the president, as to the danger of the growing use of auto delivery in causing jobbers generally to prepay freight. Mr. Stix, of New York, thought horse delivery might be cheaper under some circumstances than auto delivery, and Charles Shaw, of Philadelphia, who does not use trucks, warned the members who do, to limit the zone of delivery. If this was not done, he suggested that the delivery end of the business, as between jobbers using trucks and jobbers using teams and the railroad, might become highly demoralized.

W. D. Mullen, of Wilmington, next made a plea that the association interest itself in, and if possible join, the Chamber of Commerce of the United States. A resolution to join was referred to the Executive Committee with power to act.

James Hewitt, of H. Kellogg's Sons, Philadelphia, made a stirring little talk on Canned Foods Week. He gave the history of the movement, and appealed to the members to help it along for business reasons and because canned goods were worthy. He also made a strong argument against jobbers using the occasion as a mere chance to work off trash.

Mr. Hofinger, a canner, of Smyrna, Del., was introduced and suggested that everybody get in the habit of referring to "canned foods" instead of "canned goods," which included everything packed in cans.

Andrew Ross, vice-president and general manager of the Kellogg Toasted Corn Flakes Co., was given a hearty welcome and spoke

extemporaneously on the Government suit against his company. He defended the limited price principle and denounced the unfairness of the Government's action in bringing a suit against the Kellogg Co. merely because it was doubtful whether the Sherman law covered the questions involved or not. He also denounced the Government employees who after being made completely acquainted with the Kellogg plan, had expressed the opinion that it was perfectly sound and legal and then went away and brought their suit. He asked for the support of all jobbers and retailers to whom the limited price principle was vital.

The resolutions committee then reported as follows, the report being unanimously confirmed:—

The Pennsylvania, New Jersey and Delaware Wholesale Grocers' Association, in annual convention assembled at Wilmington, Del., March 13, 1913, reaffirms the principles laid down in its constitution and by-laws adopted in Philadelphia in 1906 and carried on these past seven years by our officers and committees and always safely guided by our beloved president, Mr. Robert G. Bursk, who has known no state or section, but only the Tri-State Association. The harmony of our deliberations, the devoted attention to duties cheerfully performed under his leadership are a monument to his character and credit to him as a man. We appreciate his efforts, we recognize his ability and regret most deeply the loss our association suffers at his inability to accept a reelection that would be unanimous were it possible for him to serve us.

To Mr. William D. Mullen, chairman of the Wilmington Committee of Arrangements, the Chamber of Commerce, and every person associated with him we render for all our members, friends and guests thanks, gratitude and appreciation to the full for the comforts, pleasures and delightful entertainment of these two wonderful days in Wilmington, whose citizens we congratulate on the beauty, elegance and unsurpassed facilities of their Hotel Du Pont.

Resolved, That this association favors the adoption of uniform food laws throughout the United States upon the basis of the Food and Drugs Act of June 30, 1906, and the amendment thereto relating to compulsory weight branding. We believe the consumers of Pennsylvania are amply protected by the laws now on the statute books and we are gratified to know by the reports of the Dairy and Food Commissioner that the products sold in Pennsylvania are of the highest standard. We deplore the spirit of unrest that fills the public mind and is reflected in frequent and unnecessary legislation, unsettling to business and subversive of the true interests of the public, and which is bound to result eventually in higher costs to the consumer.

Resolved, That this association affirm its position favoring a State weight and measure law. Resolved further, that we approve of Pennsylvania Senate Bill No. 11 provided it be so amended as to conform

the State law to the National law as now amended by the passage of the Gould Compulsory Weight Branding Act, approved March 3, 1913.

We also advocate the early passage of compulsory weight and branding laws in conformity with the National law in the States of New Jersey and Delaware.

Resolved, That this association hereby declares its position with respect to the branding of food products with the name of the manufacturer, jobber or retailer as follows:

Whenever such a name is given it should be the true name, either of the manufacturer that made the goods or of the jobber who distributes them or the retailer who sells them. The question of the name that shall appear is a matter of clear contract between the buyer and seller of any particular shipment of goods. It is improper and unjust to interfere by legislation or otherwise with the right that the interested parties have to determine between themselves whether the name upon the labels of any particular line of goods shall be the name of the firm that manufactures them, or of the firm that is responsible for their distribution throughout the trade.

We commend the efforts now being made in the Pennsylvania Legislature looking toward the repeal of the mercantile tax as now levied in that Commonwealth and would suggest that our members petition the representatives of their respective districts to vote in favor of its abolition.

Resolved, That this association reaffirm the fifth provision of its constitution, viz.: "To have business conducted on legitimate lines, discourage deals, schemes, and the subsidizing of jobbers' employees by manufacturers," and urge our members to act in accordance therewith regardless of the way in which the proposition may be presented. We regard violation of these principles as harmful to the mutual interests of employer and employee.

Resolved, That this association deprecates the inequitable contracts presented by many canners for execution by jobbers and urges its members to insist on better terms on both delivery and discounts than are now general.

Be it resolved, That this association extends to the American Specialty Manufacturers' Association, and the Philadelphia Association of Manufacturers' Representatives our thanks and appreciation for their efforts to better trade conditions and for the results already accomplished, and be it further resolved, That this association urge upon its members the advisability of giving prompt attention to all orders bearing the stamp of the American Specialty Manufacturers' Association.

Resolved, That this association reaffirms its attitude favorable to the enactment of 1-cent letter postage and heartily endorses the efforts and work of the National 1-cent Letter Postage Association.

Resolved, That we approve of the attitude of the National Wholesale Grocers' Association in inaugurating a campaign of education looking forward to the eventual compulsory adoption of the International Metric System of Weights and Measures by the United States in simplification of business transactions not only in international, but interstate trade. We urge our members to give their aid and assistance to this progressive trade movement. Whereas the proposal of the National Canners' Association

to have a special week for the selling of canned foods in which their healthfulness, economy and convenience is to be brought to the attention of the retailer and consumer.

Resolved, That we heartily recommend this movement to our members and urge them to help to make it a success.

Resolved, That for this purpose we adopt the time suggested by the National Canners' Association, namely, the week beginning March 31st next.

Resolved, That this association expresses the regret and sorrow felt by everyone of its members in the death in February last of Frederick W. Hannals. He was present at the founding of this association and always took deep interest in its welfare. His death is a great loss to the business world and particularly to association work to which he gave so much time, thought and unselfish effort. We desire to extend our appreciation of his character and work to his family, his firm and his associates of the National Association. To our committees and officers we give thanks and appreciation. Our vice-president, Mr. W. S. Quigley; our treasurer, Mr. Francis B. Reeves, Jr.; our counsel, Mr. Samuel M. Clement, Jr.; Mr. Horace G. Kurtz for his untiring efforts as the head of our Legislative Committee, and his able assistant, Mr. W. Grantz Swarz, our secretary and general manager, Mr. Alvin M. Graves, the ideal State secretary, the embodiment of the principles he urges us to carry out. We recognize his rare personality in the deep regard we will have for him.

Suggestions for the next year's convention place were then asked for. James Hewitt recommended Philadelphia, and Mr. Porter and Mr. Blackwell Scranton. On motion of Mr. Crocker the matter went to the Executive Committee with power to act.

The nominating committee reported in favor of H. G. Kurtz, of Reading, for president; F. B. Reeves, Jr., of Philadelphia, for first vice-president; J. T. Porter, of Scranton, for second vice-president; W. S. Quigley, of Wilmington, for third vice-president; C. Y. Fox, of Philadelphia, treasurer. Mr. Bursk had declined renomination.

At first Mr. Kurtz refused to stand, but was later prevailed on to accept and the slate went through as above.

The following concerns were represented beside a considerable number of manufacturers and manufacturers' representatives:—

#### PENNSYLVANIA.

Altoona—Curry, Canan & Co., Fay, Hutchison & Co., J. A. Koller & Co., Lippincott & Co. (Br.), Wray, Moore & Co.

Bedford—Blackburu-Russell Co.

Bethlehem—J. A. Eberts & Co.

Carbondale—R. P. Patterson's Sons.

Chester—Lewis Bros. Co., N. M. Cobots & Bro.

Columbia—Columbia Grocery Co. (Br.)

Corry—Dawson Bros.

Danville—J. H. Goesser & Co.



Du Bois—Keystone Mercantile Co.  
 Easton—Drake & Co., The H. G. Tombler Grocery Co.  
 Erie—Jacob Haller.  
 Harrisburg—Witman-Schwarz Co.  
 Hazleton—J. H. Goesser & Co. (Br.), Thomas E. Samuels.  
 Johnstown—The Ryan-Correll Co.  
 Kingston—Millard & Scureman.  
 Lancaster—Mentzer & Hollinger, Miller & Hartman, M. S. Miller & Co.  
 Lebanon—Lebanon Grocery Co., Isaac Sherman Est.  
 Lewistown—Witman-Schwarz Co. (Br.)  
 Lykens—Lykens Mercantile Co.  
 Meadville—J. S. Hotchkiss & Bro. Co.  
 Mount Carmel—Schneider Bros. & Co.  
 Norristown—R. Scheetz.  
 Philipsburg—Lauderbach-Barber Co.  
 Philadelphia—M. A. Bradley, 329 S. Front street; Comly, Flanigen & Co., 118 S. Delaware avenue; M. Eiseman & Son, 817 N. Second street; Githens, Rexasmer & Co., 40 S. Front street; J. Graham & Son Co., 813 N. Second street; Wm. J. Graham & Co., 985 N. Second street; Aaron Greenberg, 436 N. Second street; Howell & Bursk, 130 S. Front street; J. G. Halde-mann & Bro., 2924 Market street; Heister, Reiff & Co., 36 S. Front street; H. Kellogg & Sons, 26 S. Front street; Kirk, Foster & Co.,

209 N. Water street; E. Klein, 133 Pine street; Lippincott & Co., 21 N. Water street; Wm. Montgomery & Co., 999 N. Second street; John Price & Co., 3432 Market street; Reeves, Parvin & Co., 116 S. Delaware avenue; John Scott & Co., Diamond and American streets; Samuel R. Sharp Co., Inc., 15 N. Water street; Chas. Shaw & Son, 2310 N. Eighth street; J. Frank Shull Co., 14 S. Front street.

Pottstown—Wm. Auchenbach & Son.

Pottsville—Royal Wholesale Gro-cery.

Reading—Geo. H. Delp & Co., Kurtz & Mayers, Reading Whole-sale Grocery Co.

Scranton—Genter & Zeidler, John T. Porter Co., The W. H. Chandler Co., The Sanker & Wil-liams Co.

Shamokin—Seiler, Zimmerman & Seiler.

Wilkes-Barre—Crocker Grocery Co., Hart, Lee & Co., G. L. C. Frantz, The Wm. Stoddart Co., John Williamson & Co.

Williamsport—Geo. Bubb & Sons, The F. B. Thrall Co., Wil-liamsport Wholesale Grocery Co.

York—Fulton, Mehring & Haus-er Co.

#### NEW JERSEY.

Bridgeton—N. Allen & Son.

Camden—Geo. R. Danenhower & Son, Frank Lee Dickinson & Co.

Trenton—J. H. Blackwell & Sons, Case, Rose & Case, Mus-chert, Reeves & Co.

#### DELAWARE.

Georgetown—Layton & Layton.  
 Milford—Joseph E. Holland.  
 Wilmington—Holstein Harvey,  
 A. I. Hart Co., J. D. Sisler Co.,  
 J. T. Clarke Co.

About 250 attended the banquet on Thursday evening, which closed the convention. The menu was tastefully chosen and seemed to please everybody. As the serving of food was beginning H. G. Flint called various members of the Wil-mington Entertainment Committee forward and presented them with toys in appreciation of their efforts. A presentation was also made to the retiring president, but it was no toy—it was a beautiful watch, given by the association, through Fred. R. Drake, in appreciation of his efforts for the organization.

Mr. Bursk acted as toastmaster and introduced the following in their order: Hon. Charles R. Miller, Governor of Delaware; Dr. Carl L. Elsberg, Chief of the Federal Department of Chemistry, who

spoke on the honest label; Geo. E. Lichty, president National Whole-sale Grocers' Association; Hon. L. I. Handy, ex-Congressman, Wil-mington, Del., and Samuel M. Clement, Esq., counsel for the as-sociation.

The guests at the banquet were as follows:—

Governor Charles R. Miller, Delaware; Mayor Harrison W. Howell, Wilmington, Del.; Dr. Carl L. Alsberg, Washington, D. C.; Mr. Dana T. Ackerly, New York City; Mr. W. W. Frazier, Jr., Philadelphia, Pa.; Mr. E. J. Buckley, Philadelphia, Pa.; Mr. Samuel M. Clement, Jr., Philadelphia, Pa.; Mr. W. L. Danahey, Pittsburgh, Pa.; Mr. H. G. Flint, Philadelphia, Pa.; Mr. Harry C. Grove, Baltimore, Md.; Mr. Joseph A. Goddard, Muncie, Ind.; Mr. Nelson Gray, New York City; Mr. R. E. Hills, Columbus, Ohio; Mr. Ellis L. Howland, New York City; Mr. C. E. Hanscom, Boston, Mass.; Mr. C. D. Joyce, Philadelphia, Pa.; Mr. R. J. Mc-Lean, Wilmington, Del.; Hon. Jo-siah Marvel, Wilmington, Del.; Mr. C. H. Shira, New York City; Mr. Reno Schoch, Philadelphia, Pa.; Mr. D. C. Shaw, Pittsburgh, Pa.; Mr. C. T. Wilson, Buffalo, N. Y.

## THE GROCERY MARKETS

#### Tea.

The tea market is very quiet, and might even be called dull. Prices are unchanged for the week, but are very steadily maintained con-sidering the lack of demand.

#### Coffee

The coffee market is very soft, weak and dull. There is very lit-tle demand at the moment, owing to the belief held by some people that prices are going even lower. In the last few months the market for all grades of Rio and Santos has slumped 2 to 2½ cents per pound and the tone at the present time is decidedly heavy. Unless powerful support comes, even lower prices are not unlikely. Brazil has held steady through it all, and this is really the only strong thing in the market. Mild coffees are also weak in sympathy with Brazils, though some grades have not de-clined so much. Mexicans are scarce and strong. Java and Mocha are about unchanged and quiet. Java is somewhat scarce.

#### Sugar.

The sugar market is somewhat firmer, and raws have been sold at a slight advance during the week.

Smaller receipts from Cuba than were expected appears to be the reason. Refined sugar has also stiffened up slightly and is now quoted at 4.30 to 4.35 cents for granulated. The demand is fair.

#### Syrup and Molasses.

Glucose is unchanged for the week. Compound syrup is moder-ately active and unchanged. Sugar syrup is dull at ruling prices. Mo-lasses shows no change and is in seasonable demand. Fancy molas-ses has ruled at about 5 cents per gallon above last year, but is show-ing some little weakness now.

#### Dried Fruits.

Prunes are about unchanged, 40s being relatively firmer and higher than the small sizes. The demand in quiet. Peaches and apricots are both in fair demand at unchanged steady prices. Raisins are dull at ruling prices; currants moderately active and unchanged.

#### Canned Goods.

Tomatoes are absolutely un-changed and in fair demand. Corn and peas are in quiet seasonable demand at unchanged prices throughout. Apples are dull, largely owing to the cheapness of

barreled apples. Prices are un-changed. California canned goods show no change and light demand. Small Eastern staple canned goods are moving seasonably at un-changed prices.

#### Beans and Peas.

Domestic pea beans are lower, partly because a large part of the stock on spot in secondary markets and in Michigan is rain damaged. The large way quotation on spot is \$2.30 per bushel, which is a de-cline of about 10 cents. To come forward the quotation is \$2.16 in a large way. California limas are about unchanged and dull. Green and Scotch peas unchanged and quiet, Scotch being weak.

#### Eggs.

The receipts of eggs continue to be liberal, and the consumptive de-mand is also good; receipts clean-ing up on arrival. The market is firm at the moment, and no change of any consequence is expected dur-ing the coming week.

#### Butter.

The consumptive demand for butter has been very good and the receipts have been cleaning up on arrival. The warehouse stocks

have been reduced to a considerable extent and all grades of butter are very scarce. The market is in a firm condition on both solid packed and print, and owing to the high price there is not likely to be any change in the near future.

#### Cheese.

The cheese market is steady at unchanged prices, with only a mod-erate consumptive demand. Fancy cheese are only in moderate supply and no change in price is looked for within the next few weeks. Undergrade and skimmed cheese are very plentiful and selling at prices considerably under the price of fancy table grades.

#### Fish.

The mackerel market is still in buyer's favor. The demand is very moderate and prices easy. Cod, hake and haddock are unchanged, demand being comparatively light, but prices steadily maintained. Salmon is in fair demand. Red Alaska salmon is undoubtedly weaker than it was some time ago, but has not declined as much as some other grades of Alaska salm-on. French sardines are very scarce and gradually tending up-



ward. The price is now quite high. Imported sardines are dull and unchanged.

#### Provisions.

The prices on everything in the smoked meat line have remained stationary this past week, with a moderate consumptive demand. Small regular hams are in better demand than any other goods, owing to the approaching Easter season. Pure lard is firm at unchanged prices, with a good consumptive demand, while compound is steady at unchanged prices with only a moderate consumptive demand. Dried beef is firm with a good demand; barreled pork and canned meats are steady at unchanged prices with a light demand.

#### INDIVIDUAL MARKET REPORTS.

##### Spices.

The market continues fairly active, with satisfactory trading for all articles throughout the list. In the course of three or four weeks something definite will be known relative to the possibility of a duty on spices. In the meantime this question will have a tendency toward firmer prices.

Pepper.—Lampong declined; has reacted and now much firmer. Other grades are slightly lower here. Prices in the East, however, are well maintained. Stocks continue very small both here and in Europe.

Red peppers slightly easier, but in good demand.

Cloves are very firm, our market being fully ½ cent per pound under European quotations.

Pimento (Allspice) unchanged and in only fair demand.

Mace continues very scarce, demand being brisk at present.

Nutmegs continue firm and in good demand at very steady prices.

Cassias.—Saigon in good demand; Batavia is quiet and unchanged; China grades slightly easier.

Gingers in fair demand at unchanged prices. The African crop will be late.

Tapiocas unchanged. Demand good at present. Prices at present we consider safe.

Seeds, Herbs, Etc.—Celery advanced during the week. Higher prices very likely. Canary slightly easier. Mustards are firmer. Caraway and Poppy slightly lower.

**McCORMICK & Co., Inc.**

Baltimore, Md.

#### Imported Fish Specialties.

Herring.—The herring situation has not changed since our report last week. Holland herring, particularly the milkers, are very scarce, and have been selling quite

readily, and stocks are very much reduced.

Scotch Herring.—There is a very good demand for really fine summer caught fish, and very little to be had. The stocks here consist mainly of later caught herring, which are rather poor in quality, and which are taken by the trade only when they cannot get anything else.

Norway fat herring are practically out of the market, and Sloe herring are taking their place, and the quality is satisfactory.

Imported Sardines.—The situation is unchanged as far as arrivals are concerned. Of course there is nothing coming from France, and there is nothing coming just now from Portugal, as there is no catch there at all, and no winter fish are coming from Norway because none, or practically none, have been packed, owing to the total failure of the fishing. The small stocks held here are now held at advanced prices, and the trade begins to realize that they have to pay higher prices if they want the goods.

Mackerel of all kinds are neglected and selling only in a hand-to-mouth way.

**STROHMEYER & ARPE Co.**

New York.

#### Standard Canned Goods.

Whatever trend to the market prices for spot tomatoes developed last week was not toward a lower level of values, if not distinctly in the other direction. The increasing demand for them, coming from markets so widely scattered, indicates an early opening of the spring trade, when the buying is for actual wants, and the goods go directly into line for prompt consumption, not into warehouses to await developments. The canners are not overly anxious for a higher market just at this time, because of the attitude of the growers, who still refuse to contract for next season's crop unless at a higher price than they obtained last season. An advance in the market prices for the canned article now would stiffen up the growers in their demands and should they be successful in their efforts the extra outlay for the raw stock in the coming canning season would be far more than the present holders of spot goods could possibly realize by any small advance from the quotations of today. However, if the market for spot tomatoes is going to advance, considerations of this sort cannot hold it down.

There was increased buying of future tomatoes last week, the demand being much larger than it was in any week since the first of the year, and the outlook is for a steadily increasing demand from now on. The growers show no inclination to yield in their demand for more money for this year's crop, while the canners appear to be content to await developments and al-

low the situation to drift along. They must get together before long, however, for the reason that the growers must soon make their plans for the season's crops, and if other crops will pay them better than tomatoes there is nothing to compel them to work for the canners. The growers will come around all right, they mostly always do. A more important problem will have to be worked out next season, namely, the question of getting sufficient canning house labor, which has become increasingly bothersome in recent years.

The other lines of vegetables were active in a small way during last week, apparently to piece out broken stocks of a number of articles, but with no decided trend toward any particular lines, excepting that the low-priced corn found new owners, some good-sized lots changing hands. The low prices attracted attention to sweet potatoes, string beans, kraut and soaked peas, and they are worth attention. Up to this date there has been no buying here of any line of vegetables for future delivery, excepting tomatoes.

The stocks of spot pineapples in Baltimore are certainly very light, and before the next crop comes in they will be pretty well cleaned up. Apples continue to move out in good-sized lots at the low prices for them. Everything else in the line of fruits was dull last week, and nothing out of the ordinary occurred in any of them. The stocks are so light, except blackberries, that the canners show no disposition to force sales. There is less talk these days about a famine in fruits next season because of the warm, open weather during the fall and winter, which by the way the weather bureau says is the mildest winter in this section in 59 years.

Small demand for cove oysters. The prices continue firm. The canners have not been able to accumulate much surplus stock because of the small supply and high cost of the raw oysters.

**THOS. J. MEEHAN & Co.**  
Baltimore, Md.

#### MARKET NOTES.

Florida oranges continue scarce and high, fancy stock bringing \$4.25. The run of the choice to good fruit commands \$2.50 to \$3.75; demand active.

New rhubarb is now coming from Long Island, as well as Michigan. The price ranges from 40 to 50 cents per bunch; demand good.

There are practically no good Florida tomatoes on the market. What are coming range from \$1 to \$1.50. Hothouse tomatoes are also very scarce, but would bring 50 cents a pound if good.

Beets are coming forward from Charleston at around 3 cents per bunch. From Florida some are also coming at 3½ to 4 cents.

Florida salad is cheap and shows fair quality—\$1.25 to \$1.50 per hamper; demand good.

Florida beans range from \$2.25 to \$2.75 and are selling well. The quality is fair.

Florida peas are very scarce and very high—\$5 per package. The quality is fair and the demand takes everything.

## IMMEDIATE SALE!

of GROCERY STORES of

## S. Scheuer & Sons

LOCATED AT

241 Clinton Ave., 412 Springfield Ave., 251 Bank St.,

1 Bowery St., 504 Clinton Ave., NEWARK, N. J.

and 1091 Springfield Ave., IRVINGTON, N. J.

Bids will be received by the RECEIVERS or their Attorneys on or before March 24, 1913, 10 A. M., for the purchase of the above-mentioned stores, or any of them, as going concerns.

Stores include general stock of groceries; furniture and fixtures, horses, wagons and harness; and equipment incident to the running of a retail GROCERY BUSINESS, including outstanding book accounts.

These stores have been in existence many years. The "SCHEUER" name has been well known in the grocery trade for the past 55 years.

FULL INFORMATION MAY BE OBTAINED FROM

**BILDER & BILDER** = **PHILIP LINDEMAN and JOHN C. EISELE**  
164 Market St., Newark, N. J. or 92 Park Place, Newark, N. J.  
Attorneys for Receiver = RECEIVERS



1845

Doesn't This Date Tell  
You Something?



This is the date Knight's Cooking Extracts first decorated grocers' shelves. Time, skill and experience combined have added to the perfection of these goods each year. If an old lady or a child sent for a cooking extract without being told to get a certain brand, they'll ask for Knight's by instinct. This name naturally identifies itself with flavoring extracts in their minds. It's a household word and stands for the highest standard of excellence.

**KNIGHT'S**  
**Cooking Extract Co.**  
No. 211 ARCH STREET  
PHILADELPHIA, PA.

THERE'S  
MONEY  
IN IT  
FOR  
YOU

# Babbitt's Cleanser

## Pays Grocers Best

BABBITT'S CLEANSER is the best paying cleanser you can handle; first, because of the splendid profit you make on each sale; second, because your customers will buy it again and again, once you start them.

BABBITT'S CLEANSER is put up in an attractive container that makes it a "good shelf package". Keep it where customers can always see it and it will sell itself.

**B. T. Babbitt, Inc.**  
New York



## Here's the Second Reason Why "Pri- vate Estate" Coffee is Different and Will Sell Better

—No. 2—

It's a blended coffee in which Mexican coffee predominates, and has a much better body and richer flavor than the average coffee you will be offered to sell again.

PRIVATE ESTATE is just what its name implies—the product of carefully tended plantations in the richest coffee country in the world. Everybody who drinks it once will want it again, if they know and like real coffee.

Packed in distinctive one-pound burlap bags, also in one and three-pound tins. Twenty-eight cents to you, whatever you like to your customer.

**Private Estate  
Coffee Co.**

Successors to F. A. CAUCHOIS & CO.

**FULTON MILLS**  
21-23-25 Fulton Street  
NEW YORK CITY



## Why Hooton's Cocoa Sells to All Classes of Trade

People who want money's worth buy our ten-cent can because it's the biggest can of *first quality* cocoa at the price. People who want "The Best" buy Hooton's Cocoa because its *quality* and *flavor* please them. We'll show you how to get all your customers interested and sell them more cocoa than you ever sold, by pushing Hooton's Cocoa. Write for particulars of our plan.







### How One Customer Was Lost.

It's a pretty risky business—bumping in to other people's business, ain't it? Sometimes you get in right and sometimes you get in wrong and muss everything up.

But I had an invite to butt in last week where I know I was right. I was sorry afterward that I spoke so plain, but it didn't do a mite of harm and it did me some good. I'd been wanting to say that for some time.

I've got a customer that does a big business, but he ain't ever got where he feels himself above doing the commonest work of the store. I've seen him go out and sweep the pavement when the boy's been busy at something else, and he even takes goods out on the wagon when they're wanted in a hurry and there ain't anybody else to do it.

I believe that fellow's rich, for he's done a good business for twenty-five years, but to look at the clothes he wears, even when he's dressed up, you'd think he worked on the railroad at 90 cents a day.

And yet through it all he feels his oats, and if he thinks anybody is trying to look down on him he'll start a scrap right then and there.

When I got in his store last week he was fearfully fussed up over something that had just happened to him while he was out delivering some goods. I saw I couldn't sell him any goods while he was boiled up like that, so I sat down and waited.

He was talking with a clerk and telling him not to go to a certain customer's any more for orders.

"I'll teach her she can't wipe her feet on me!" he said. "I'm as good as she is, or her mother, either, and I pay my bills a darned sight better! Nice peo-

ple, they are, to try to come it over me! You just stay away from there, Sam—they can trade with somebody that don't care whether he's a man or a dog!"

He sort of dragged me into the thing by looking at me while he talked, so I thought I had a bid to find out something.

"Old man, you seem pretty well stewed up," I said, "what's happened to you?"

He began again and talked until the train I thought I'd made had gone. The whole thing was this: He had taken a load of goods to the house of this woman and thought because he was the boss he had a right to hand 'em in at the front door? The girl that answered the bell told him to take 'em around back, and when he said he wouldn't do it she called the madam and she and the grocer had a tongue fight. The woman said he could take 'em around back or take 'em back to the store, and he took 'em back to the store.

It came out that he didn't take goods to everybody's front door, but this woman had sort of got his goat by being, as he called it, stuck up with him, so he used her front door to show her he was as good as she was.

"And of course you've lost her trade," I said.

"I don't give a red cent! I don't give *that* for her trade! I don't need the trade of cattle like that, and I'll tell her so in a minute if I ever get a chance! They'd better pay me what they owe me, too, or I'll have a lawyer on 'em!"

He was so het up that he was ready for a stand-up fight—with a good customer that hadn't done a blamed thing but kick when he tried to cart a load of groceries through her house!

He couldn't seem to forget it.

"I had a right to go to her front door!" he said, and then looked at me. I kept shut, which was some job.

"Don't you say so?" he kept on.

"Since you put it up to me, I don't," I said. "The back door's the place to take stuff that has to be used in the kitchen."

"Maybe it is if a boy delivers it," he said, "but I ain't a boy!"

"You were doing a boy's work," I said.

"All right," he said, "I don't care a blame. I know I was right! That woman always looks anyway as if she wanted to wipe her feet on me!"

"Maybe you give her cause to," I said. You see, I've known this man for ten years and he ain't any politer to me than I am to him.

"What d'ye mean by that?" he said, ready to drag me in his fight right away.

"Oh, nothing," I said.

"Yes, you did!" he said. "You said I gave her cause to wipe her feet on me; now what d'ye mean?"

"That ain't what I said at all," I said; "I said maybe you made her feel as if she could."

"Well, don't gas so much about it!" he said, "what d'ye mean?"

"If you ask me," I said, "I mean that you don't put on lugs enough for a man with a business like this. You'd just as soon sweep the street as not, and if you do things like that people are going to size you up that way. Why in thunder do you need to go out on the wagon? You can afford to hire people to do that kind of work."

"I ain't too proud to do—" he began loudly.

"Oh, piffle!" I said, "if you ain't you ought to be. You ain't the store boy—you're the boss, and you ought to act like you

was the boss. If I had as much money as you had I'd spend some of it on clothes, instead of the seven-ninety-eight's you wear. What good does your money do you, if you can't buy a suit of decent clothes with it? That's the reason you think you can sweep the street—you get into a \$7.98 suit and you feel like the store boy. And, by gum, if you ask me, you look like him. Go spend \$25 or \$30 and fit yourself out, and you'd change your mind with the suit."

"I've got a darned good notice to knock your block off!" he said.

"Go ahead," I said, "if you do I'll bite a hole in that suit and then you'll *have* to get a new one."

Now, wasn't I plum right? Clothes are a heap—don't even forget it. The fellow that put on a \$7.98 is sized up as a \$7.98 man. Don't people see that he sized himself up as one? Go into a \$30 suit and you ain't a better man, understand, but people will think you are, and believe me, that's a lot.

THE STROLLER.

### Delaware Will Improve Her Canned Goods.

The first step toward legislating Delaware canned foods beyond all likelihood of suspicion was taken by the House last week, when it passed the bill introduced by Representative Hirsch, himself a packer, to make sanitation in canning and packing factories compulsory and uniform. The measure provides that all packing houses in Delaware shall have water-tight floors which shall be washed daily. All employees are to wear sanitary caps and aprons. Wash and toilet rooms shall be provided for all employees and sanitary living quarters must be maintained. The offal and waste must be removed daily. Neither smoking nor spitting on the floors shall be permitted. The bill further provides for the appointment of a factory inspector to be appointed by the Governor for a year, at a salary of \$1,000, who shall make monthly reports to the Attorney General on cannery conditions. Fines from \$10 to \$200 are provided for any violation of the regulations, and a third conviction for any violation shall be sufficient cause for the closing of a cannery.



# Welch's

"The National Drink"

## You Sell the Standard When You Sell Welch's

You also get the benefit of advertising which has already created a demand for your supply. Your store becomes a link in the good-will chain that we have stretched across the country, because of the high quality of Welch's, and by means of our continuous and widespread publicity.

Welch's advertising is cumulative in effect. Its value extends to the dealer and the consumer as well as to the manufacturer.

People want Welch's Grape Juice because they know that it is made from the choicest Concord grapes only. This year we have paid as much as \$10 per ton more than the market price for grapes, thus following our custom of securing the pick of the crop. Our process of manufacture is marked by the most exacting care.

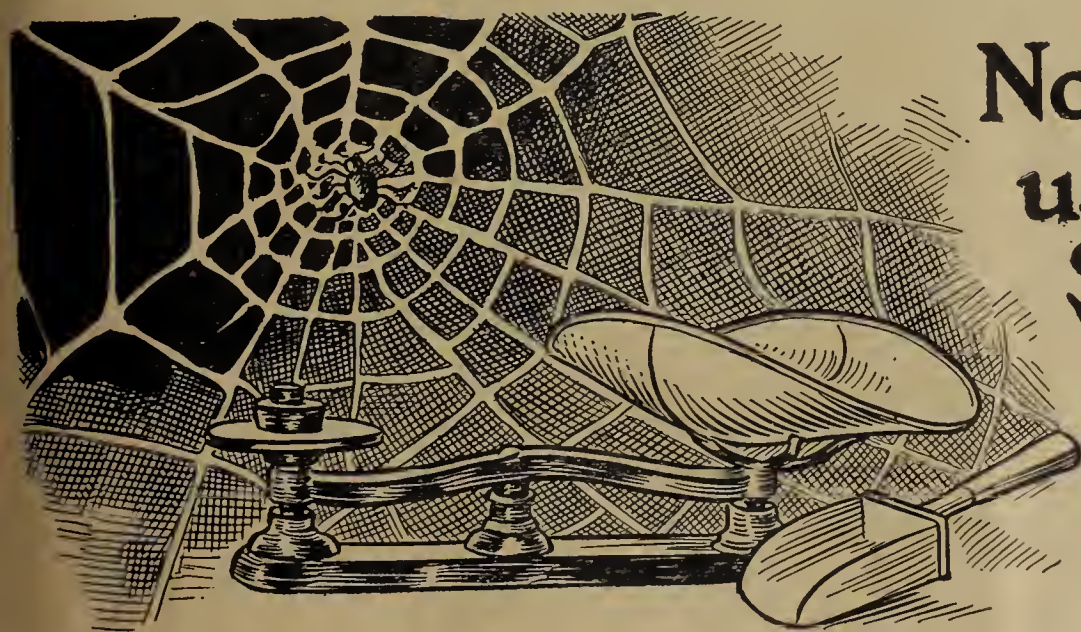
These facts have been and are being widely advertised. You get the benefit of this advertising when you order Welch's. In addition to your old customers we will send new ones to you. There is an ever increasing tendency to "buy Welch's by the case." You will note that our advertising this year urges this business-increaser for you.

To dealers who push Welch's we send attractive and attention-compelling advertising matter. When you are dispensing Welch's, mention the fact when you write to us.

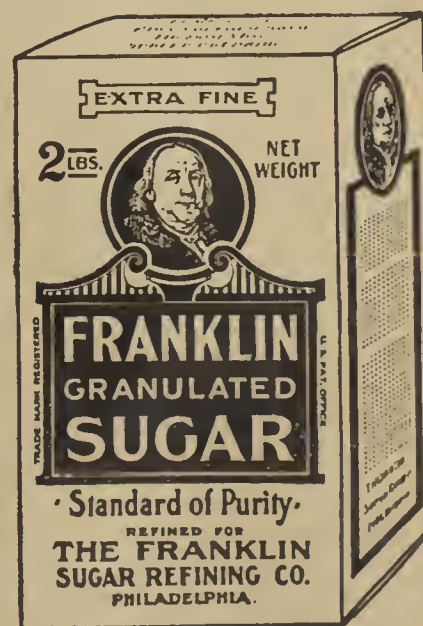
SEND FOR OUR PROPOSITION

**THE WELCH GRAPE JUICE COMPANY**

WESTFIELD, NEW YORK



No more  
use for  
Scoop  
or  
Scales



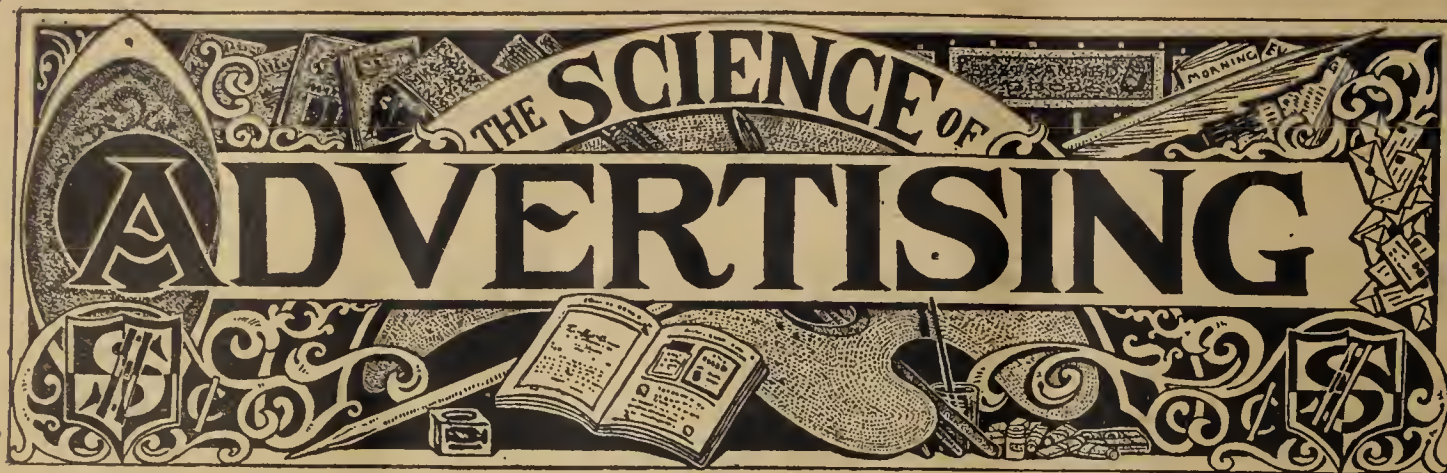
¶ Weighing sugar, putting it in bags, losing by waste of time, overweight and cost of bags and string used eats up all the profit of selling sugar. In fact, the grocer who follows such old-fashioned methods loses money. No wonder the sale of FRANKLIN CARTON SUGAR is increasing all the time. The FRANKLIN CARTON is a neat, handy package that's as easy to handle as a can of tomatoes; it's ready to sell when you get it. It pleases customers because everybody wants clean sugar. The capacity of the containers enables you to buy in convenient quantities and you can get any popular sugar in FRANKLIN CARTONS.

You can buy Franklin Carton Sugar in the original containers of 24, 48, 60 and 120 pounds

**THE FRANKLIN SUGAR REFINING COMPANY, Philadelphia, Pa.**

"Your customers know FRANKLIN CARTON SUGAR means CLEAN sugar"





Robert F. Tettelbach, proprietor of the "Nu-Way Grocery," Cleveland, Ohio, sends me a batch of his advertising matter, from which it appears that he is running a rather distinctive store. To describe it in his own language, he gives "no credit, no delivery, no stamps. Prices accordingly." Apparently the first thing Mr. Tettelbach does is to send out a facsimile typewritten letter, printed on paper that might be considerably better. Here is the matter:—

TETTELBACH'S "NU-WAY" GROCERY  
3822 W. 25th St., near Denison Ave.

Dear Madam:—Money is a commodity of exchange. It's mighty hard to get sometimes and it frequently does not go very far. Rather a strange proposition.

How you get yours is really no concern of mine. What interests me most is, what are you getting with it? Are you securing full measure of value in exchange for this hard-earned medium?

And right here I want to tell you about my grocery. You know where it is, no doubt. You may pass it every day. Perhaps you trade here occasionally, but you are not a regular customer, and you can't tell me why.

This store has never done much tooting. I do not like noise. Action and service are very much more impressive to me. It has, however, grown every year, and I feel there is a very good reason for it.

When a customer opens her pocketbook and spends a dollar here she gets a heaping hundred cents' worth of merchandise value. She gets goods she can be proud of, because they are standard—the best products of reputable factories. In short, she gets—QUALITY.

More than this, she gets courteous treatment—just the same attention and as much of it—no matter who she is—as the wife of the Governor of the State would expect to receive. That's my way.

You are very cordially invited to come in when you can and see what comprises the stock of this growing grocery. You'll be interested, I know, and somehow I feel that your visit will prove of profit to both of us.

These quotations on staple goods should receive your consideration.

Yours for business,

ROBERT F. TETTELBACH.

This is a very well written letter, but it doesn't fit Mr. Tettelbach's business as closely as it might. With four vital points of differ-

ence—"no credit, no delivery, no stamps, and prices accordingly," this circular says nothing about any of them. I shouldn't be surprised if it was a stock letter written by a professional and sold to fit anybody. If this is so, I have never seen a more striking example of the failure of ready-made advertising to fit the particular needs of a store.

\*\*\*

Mr. Tettelbach also sends some

of his circulars, and they show very plainly that they were either written by himself or by somebody with the store's special needs in mind. I shall have to say something more about the paper, however—it is exceedingly poor, especially the blue. The white circular is good enough, except as to the color; it is grey instead of white. Here is the reduced reproduction of the better circular of the two:—

## Tettelbach's Flyer

MRS. HOUSEWIFE: Are You the Woman on the Job With a Basket?—Does a saving of 10 to 25 per cent appeal to you? It should, we believe. We had your interest in mind as well as our own when we changed our business from the ancient method to the new and better way, which is the only just and fair way to all concerned. Service which is paid for and not received is money thrown away. We will prove this if given the opportunity. May we have that pleasure?

**Tettelbach's "Nu-Way Grocery"**  
3822 West 25th Street, Near Denison Avenue

Cash Sales  
No Delivery  
No Stamps

Delivery to those who desire it 10c extra, providing you live in this vicinity.  
To those who carry their purchases home none.  
We will leave it to your own judgement as to whether this is fair or not.

### FEW of Our EVERY DAY PRICES NOT SPECIALS

Moxley's Special Butterine . . . 21c	Sauer Kraut 5 lbs. for . . . 10c	All 5c Soaps, two for . . . 9c
Jelke's Good Luck Butterine . . . 21c	Chewing Gum, 3 for . . . 10c	All 5c Sosp Powders, two for . . . 9c
Domestic Sardines 4c, three for 10c	10c Mother's Oats 9c, 3 for . . . 25c	Polly Prim Cleaner . . . 8c
Wax Lunch Paper, 3 rolls for . . . 10c	10c National Oats 9c, 3 for . . . 25c	Dutch Cleanser . . . 8c
Salt, two for . . . 7c	12c Shredded Wheat . . . 11c	Jello . . . 9c
5 lbs. Velvet Pastry Flour . . . 17c	15c Mantles . . . 12c	Minute Gelatine . . . 9c
5 lbs. Graham Flour . . . 16c	10c Mantles . . . 8c	Puffed Wheat . . . 9c
5 lbs. Whole Wheat Flour . . . 19c	Quart Jar Pure Mustard . . . 9c	Puffed Rice . . . 14c
Rumford Baking Powder . . . 22c	Small Glass . . . 4c	Corn Puffs . . . 14c
Yellow Corn Meal lb. . . 2½c	Quart Size Ammonia . . . 8c	10c Shinols, 2 for . . . 15c
Aunt Jemimas Pancake Flour . . . 9c	Quart Size Blueing . . . 8c	10c 2-in-1, two for . . . 15c
Fairchild's Pancake Flour . . . 9c	Large Bottle of Catsup . . . 13c	5c Tooth Picks, 3 for . . . 10c
Clifton Pancake Flour . . . 9c	Small Bottle . . . 9c	10c Chimaline, 2 for . . . 15c
5c Matches 3c. Doz. . . 35c	Canned Milk, Tall 9c, 3 for . . . 25c	60c and 50c Teas . . . 45c
25c Liquid Veneer . . . 19c	" " Small, two for . . . 9c	Hen Food, lb. . . 2c

### We Handle "Crystal Springs" FANCY CREAMERY BUTTER

Our Coffee and Peanut Roaster is working every day, 30c to 45c value Coffee, 25c, 28c, 32c and 35c. Jumbo Peanuts, lb., 12c

It is most gratifying to us to experience the manner in which our customers are learning of, and taking hold of the "NU-WAY" money saving plan—and right here we desire to express our thanks in appreciation of the generous patronage accorded us since making the change. People have been yearning for an opportunity of this kind for years without avail and it affords us great pleasure to know that by using these modern methods we are not only saving the customer money but make every deal a square deal.

### CANNED FOODS WEEK From March 31 to April 6

Substantial INDUCEMENTS to our customers in the way of Reduced Prices on various lines of CANNED GOODS during that week.

This is also interesting as showing the way retailers here and there are getting ready to do something during Canned Foods Week.

The grocer who delivers no goods and gives no credit has any number of splendid advertising opportunities waiting for him. Of course, his strong point is

comparisons. He should compare—compare—compare his prices for goods sold by his plan with the prices of goods sold by the old plan. For instance, he might get somebody who wouldn't be known as coming from him to go to some other stores that does give credit, and does deliver, and get prices on a selected list of articles. If his prices are lower, he can advertise a most interesting comparison, not of course naming the store whose prices he is using. This plan of merely quoting prices, without comparing them with anything is, in my judgment, a waste of half the available advertising force.

\*\*\*

Generally speaking, however, this is good advertising and shows enterprise in every line. The printer who got it out knows his business, unlike probably a majority of the printers whose work comes into this department.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Florida eggplants range from \$2 to \$2.25 and the demand is very fair.

## Baker's Cocoa and Chocolate Preparations are Standard



Registered,  
U. S. Pat. Off.

being absolutely pure fulfilling ALL THE REQUIREMENTS of the Pure Food Laws. Grocers assume no risk in handling these goods as the demand for them is constant.

MADE ONLY BY

**Walter Baker & Co. Ltd.**  
Established 1780

DORCHESTER, MASS.





## What the 52 Samples Would Show

¶ It would be intensely interesting to lay away a sample of **Gurnse** butter each week of the fifty-two, and at the end compare them to see how well **Gurnse** bears out our claim of absolute uniformity.

¶ **Gurnse** butter is the highest grade dairy butter on the market, without a shadow of a doubt. You are a careful and conscientious grocer—don't you need a gilt-edged butter in your business?

¶ Wrapped in brine-dipped parchment, sealed in a carton and guaranteed on a money-back basis.

Packed in 20, 30 and 50-pound boxes—pounds and half pounds—44 cents  
Prices subject to market changes.

**P. F. BROWN & CO.** 39-41-43 SOUTH FRONT STREET  
PHILADELPHIA, PA.

## 5,000 Grocers are Wanted

TO ASSIST IN CELEBRATING

# California Raisin Day

WEDNESDAY, APRIL 30th

It Will Be a Benefit to You as Well as a  
Benefit to the Raisin Industry

A plan for assisting grocers in selling raisins has been perfected by the Raisin Day Committee and 5,000 grocers are wanted to use this plan and enjoy the advantages that will follow. Send at once for the free plan of advertising and window dressing, which includes beautiful lithographed pennants and posters, striking window cards, and stickers and raisin recipes. These are absolutely free to you and will attract much attention to your store. Join with the live grocers who are going to take advantage of the National campaign of advertising.

WE FURNISH YOU WITH EVERYTHING FREE

WRITE AT ONCE TO

**California Raisin Day Committee**

E. A. BERG

FRESNO, CAL.

## NESNAH MR. GROCER—HERE IS The New Dessert

Your customers are right now seeing NESNAH ads in the leading women's publications, and they're going to come into your store for it.

You know how a new dessert, when properly exploited, attracts women. You also know the prestige to be had for all grocers who proclaim themselves progressive by stocking the best and latest things in your line.

Here is NESNAH—a welcome change from gelatine—a decidedly different dessert. A quick selling preparation for making the most delicious milk and cream desserts and ice cream. Nutritious, healthful, very tasty and easily made in a jiffy. **An easy seller that repeats often.**

Your profit: 33 1/3% on cost and 25% on selling price.

Put up in Nine Rich Flavors—packed single or assorted:

Caramel  
Coffee  
Vanilla

Chocolate  
Raspberry  
Pistachio

Orange  
Lemon  
Maple

1 Dozen 10c Packages in a Container  
3, 6 or 12 Dozen in a Case, 90c a Dozen

We assure you that Nesnah will "make good" for you. Our policy is to supply the trade through the local jobber. If not found in stock order direct from Laboratory :::

**Chr. Hansen's Laboratory**  
LITTLE FALLS, N. Y.



## Judge It By Its Users

A hundred thousand merchants in all lines of business, wholesalers and manufacturers in many kinds of trade, schools and colleges use

With Only One Writing **The McCASKEY SYSTEM** The End of Drudgery

These are some of the things the McCaskey System will do for you:

It will end useless bookkeeping, copying and posting from one book to another, bill and statement making. *An account is written once, ending the need for further writing.*

It prevents mistakes. Every customer has the same record of his account as you and in the same handwriting. He always knows what he owes after each purchase—you have the same record.

It collects money faster than any human collector. Every customer receives a statement of his account in full, with his latest purchase itemized and all footed up.



It prevents forgetting to charge; one of the greatest sources of loss in the average business, which sometimes runs into thousands of dollars a year.

It is an automatic credit limit. It prevents overbuying and stops overselling.

It will prove your loss in case of fire to the satisfaction of the insurance adjusters.

Write for more information. *Do it to day*, and we'll tell you after investigation if you need The McCaskey System in your business. Better do it now, while you think of it.

**The McCaskey Register Co., Alliance, Ohio**

BRANCHES:—New York, Chicago, Boston, Washington, Pittsburgh, Memphis, Atlanta, Kansas City, San Francisco, Seattle; Dominion Register Company, Ltd., Toronto, Canada; Manchester, England.

*The Largest Manufacturers of Carbon Coated Salesbooks in the World*

S. B. McCartney, Treas.  
A. S. Trigg, Sec.

PLANTERS TRADING CO.  
General Merchandise  
Valliant, Okla.

March 8, 1912.

The McCaskey Register  
Co., Alliance, Ohio.

Dear Sirs:—We have had your 1050 account McCaskey Register System in service for the past eight months. We are very much pleased with the service and satisfaction we have had through your system.

During the month of February our sales amounted to \$17,000.00 and each and every item of our entire business is carried on our McCaskey.

Yours very truly,  
PLANTERS TRADING CO.  
S. B. McCartney.





## Two Easter Windows

### No. 1.

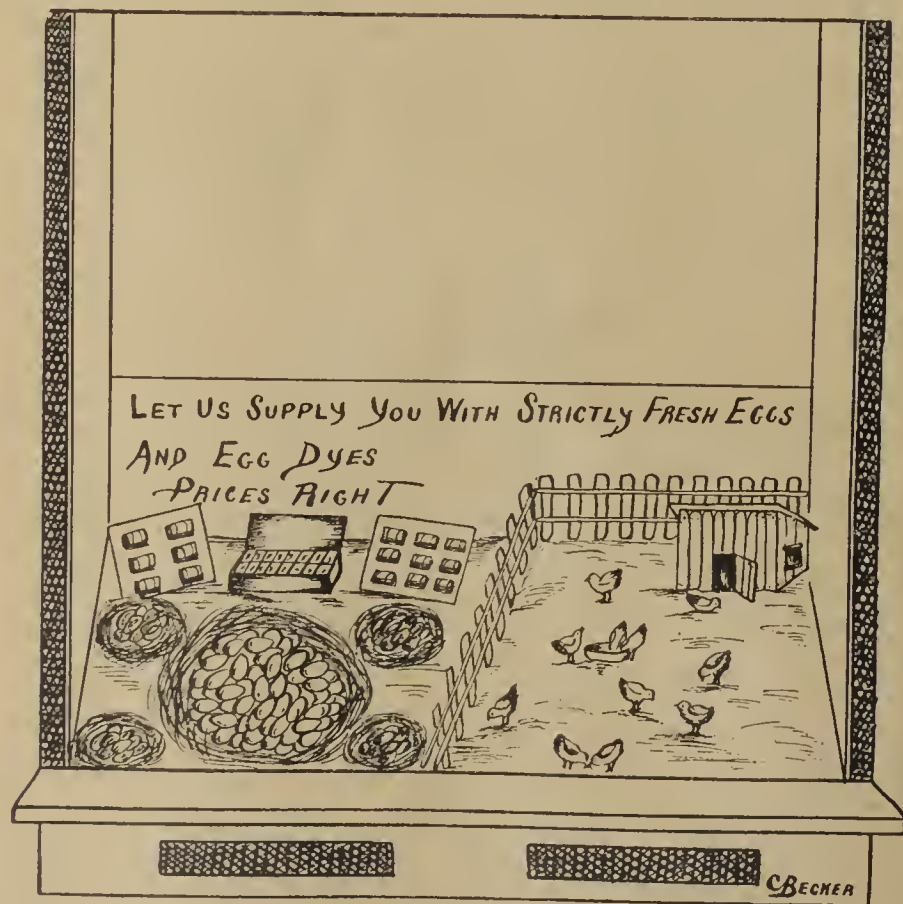
Two good suggestions for Easter decorations. The little live chick and fresh egg display proved a very great attraction for me last season. The window is arranged in the following manner: I first made the little fence of laths, placing them close enough together to prevent a little chick from pushing itself through, then I made the tiny hen house of a cocoa box; it was about nine inches high in front and about six in the rear, with a sloping roof. I cut out a little window at each side and placed a piece of glass back of them; the little door was held in position by two small pieces of leather for hinges.

The fence and house next got two coats of white paint and the roof one coat of red, all this should be done several days before fixing

of egg dye. Run a width of white paper or muslin across the rear with wording like illustration. I forgot to mention the little chicks had were only about three days old. If older and stronger chicks are used you must use wire or they will fly over the little fence and get to the other side of the window.

### No. 2.

The basket and pyramid display is arranged as follows: first cover the bottom of the window with white crepe paper. Cut a long strip of pasteboard about two inches wide and cover it with white crepe paper; bend it to form an egg and fasten it to the bottom of the window. Fill it with fruit of all kinds. At each corner fasten a large stalk of choicest celery. At each side in the center make a pyramid of vegetables, such as cabbage, beets, carrots, turnips, sweet and white potatoes and green



the window as it must be thoroughly dry. When arranging the window cover about half of the bottom with newspapers, and cover it thickly say about one inch, with hayseed; the chicks like to scratch in this. Now place the little fence and house as in illustration. It is then ready for the lively peeps. Cover the other half of the window on the bottom with green crepe paper. In the center make a large straw nest and fill it with fresh eggs. At each corner make a small nest and fill with colored eggs, and at the rear display different kinds

onions, stand them upright. At the rear in the center place a small peach basket upside down and around this place one or two burlap bags, against this place large heads of lettuce. On top place a large fancy basket filled with fresh eggs. From the top of the handle run a string of smilax to each corner, place the end under each stalk of celery. Place a large white ribbon or crepe paper bow on the handle and the display is complete. This will show up better still if the entire background is of white crepe paper.



Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

## General Merchant

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. LV.

PHILADELPHIA AND NEW YORK, March 24, 1913.

No. 12.



### Grocery World AND General Merchant

PUBLISHED WEEKLY BY THE  
GROCERY WORLD PUBLICATION CO.,

AT

927 Arch Street, Philadelphia.

TELEPHONES:

11 } Filbert 3286.  
1 } Filbert 3287.  
ivate Exchange. Keystone, Race 746.

All Checks and Drafts payable to the Gro-  
cery World Publishing Co.

An independent journal published ex-  
clusively in the interests of retail grocers  
and general merchants.

Statement of the ownership, management, circula-  
tion, etc., of the Grocery World and General Merchant,  
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Editor, Elton J. Buckley, 927 Arch Street.

Business Manager, David Ezekiel, 927 Arch Street.

Publisher, Grocery World Publication Co.

Owners, C. M. Wessels, 8th and Chestnut Streets;  
J. Buckley, 927 Arch Street; S. L. McFetridge,  
7 Arch Street; H. W. McFetridge, 927 Arch Street;  
Mrs. Eliz. McFetridge, 1538 N. Broad Street.

(Signed) David Ezekiel, Bus. Mgr.

Sworn to and subscribed before me this 15th day  
March, 1913.

(Signed) Lillie A. Donovan, Notary Public.  
(My commission expires April 12th, 1914.)

ELTON J. BUCKLEY,  
Editor.

DAVID EZEKIEL,  
Advertising Manager.

Subscription Rates, Including Postage,  
Payable in Advance:

PER YEAR

o United States and Mexico..... \$3.00  
o Canada ..... 3.50  
o Great Britain and Continent of Europe  
and Asia ..... 4.50  
Single Copies ..... .10

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Written for the "Grocery World and General Merchant."

## A Terrific Smash at Inefficiency of Some Pennsylvania Retail Grocers' Associations

**C. M. Wessels, Whose Representatives Have Visited Many Local Associations in Interest of Pennsylvania Organization Plan, Says Things About Condition Some of Them Were Found in Which Will Probably Draw Blood. Theme is, "Organize or Die."**

The retailer who passes this article by without reading every line of it is deliberately shutting his eyes while a number of people pick his pockets.

What sort of a chance would Massachusetts or New Jersey have had to whip the British in 1776? What sort of a chance would the two together have had? The Thirteen Colonies did it though, didn't they? Why? Organization.

This was the first lesson that the United States had in the value of organization and because of that lesson we adopted as our motto "E Pluribus Unum" (one in many). Isn't the motto of your own country good enough for you, Mr. Retailer?

What sort of a chance did labor have against capital 25 years ago? None. Capital dictated to labor, paid what it wished for it, and if labor didn't like it, labor got kicked out. What is the condition to-day? Why labor dictates to capital and capital has got to like it. Why? Organization. Why must we pay Standard Oil from 17 to 18 cents a gallon for gasoline to-day against 8 cents a year ago? Organization.

Why do the Cream of Wheat Company, Thomas J. Lipton and many others force you to sell their goods on a margin which doesn't pay your expenses? Organization. Why don't you force them to pay you for your work? Lack of organization. There are thousands of equally effective illustrations of the absolute necessity of organization to accomplish any real thing, so it would be silly to mention any more. You, Mr. Retailer, know of dozens of them.

What chance have you alone to get a real garnishee law—to stop the parcel post—to get the tax removed from butterine, or to get any of the many laws which you need so badly to protect you in your business? None. Why? The answer is the reason Massachusetts

couldn't whip the British—she wasn't big enough, she wasn't strong enough.

Pennsylvania merchants fondly imagine because they are supposed to have 7,337 members in their 105 local associations that they are showing that they believe in organization. Pennsylvania is one of the best organized States in the Union. And yet as an organization the Retail Merchants' Association of Pennsylvania is a long way from living up to its possibilities. Remember "our enemies flatter us, our friends tell us the truth."

I have proven my friendship for the retail merchants of the whole United States and I have sweat blood to do it. I have earned over \$14,000 for the National Association of Retail Grocers. This \$14,000 has put new life and energy into that organization, has enabled it to quadruple its membership of three years ago, and this is only one of the things I have done to prove my friendship for the retailers of this country. Single-handed I fought one of the biggest manufacturing industries in the United States because the concern flouted the retailer.

I have visited almost every State in the Union and dozens of cities and towns in many of them. I know just why many of the retail organizations are a joke, and I know better than most men that the joke is absolutely certain to prove a tragedy.

There is no class of men in this great country of ours who work harder for less money, under more adverse conditions, than retail grocers, and this condition is very largely because of their hopeless and pitiful indifference to the opportunities presented to them to better themselves.

Over a year ago, as a matter of personal pride in the State in which I was born, I made up my mind to make it the most strongly organi-

ized State in the Union and I am going to do it despite the corpses strewn in my path. I devised a plan certain to increase the membership of the local associations and through them the State Association, by supplying an incentive which I hoped would be strong enough to breathe the breath of life into the deadest merchant of them all.

My familiarity with the clannishness and self-satisfied attitude of many organizations and their members, toward anything no matter what it was, caused me to follow all the red tape rules and regulations which are usually laid down by those who are not successful, to keep anything new away from them.

I submitted my plan to the officers of the Philadelphia Retail Grocers' Association, and they put their stamp of approval on it. Then the Executive Committee of the organization was called together, the plan presented to them, and they set their seal of approval on it. Then the Executive Committee of the Retail Merchants' Association of Pennsylvania were brought together, the plan submitted to them, and they set their seal of approval on it. Then the plan was presented to the convention of the Retail Merchants' Association of Pennsylvania at Johnstown last August, and the convention unanimously endorsed it.

Since then I have been devoting most of my time and energy and many thousands of dollars of my money to acquaint the individual members of the Pennsylvania Retail Merchants' Association with the most carefully detailed explanation of the plan, so that they would see the imperative importance of giving it their most immediate and heartiest support. Why? Because no merchant can read this plan and understand it without instantly realizing that it means a tremendous stimulus to the organization movement and the sort of an organization as a result through which most of the many things that the retailers of Pennsylvania are now wasting their time hoping for may be accomplished.

Please understand, you who read this article, that no one merchant is necessary to the success of this plan—its success is already assured because there are enough live merchants who believe in real organi-

zation and what can be accomplished through it now working with the plan to make its success assured. This article is written only with the hope that it may awaken from their Rip Van Winkle sleep some of those who don't know they are alive until someone jabs a pin into them.

You who are alive are asked to carefully read a report made by one of my representatives who has been canvassing Pennsylvania to learn the retailers' attitude toward the Pennsylvania plan. After you have read it, you may feel like laughing but don't laugh, because in the words of Commodore Philip, of the United States Navy, when his victorious crew looked upon the havoc they had created among the Spanish sailors, "Don't cheer, boys, the poor fellows are dying."

Report from Pittsburgh Association, Mr. Bell, secretary: "We are unanimously and irrevocably against the Pennsylvania plan." Reasons: "Too much Philadelphia same as free deals, coupon schemes, trading stamps, etc." "Under no circumstances will he (Secretary Bell) lend his efforts to further the interests of any manufacturer."

The facts: Practically every manufacturer interested in the Pennsylvania plan does as big a business proportionately in Pittsburgh as in Philadelphia. Just as much like free deals, coupon schemes, trading stamps, etc., as a check for \$1,000 is. The same similarity as there is between day and night; as hard to distinguish between them as it is to tell a cockroach from an elephant—and there the similarity ceases.

My impression is that Mr. Bell, the secretary of the Pittsburgh Association, is cross because he thinks somebody has been trying to force him to do something which he doesn't want to do, just as a child becomes cross when you force him away from a hot stove when he is about to put his hands on it. I believe that Mr. Bell is so peeved that he will vent his spleen on any or everybody regardless of consequences to himself or his organization.

In an effort to see Mr. Bell I went all the way to Pittsburgh and tried to find the address of his association in the telephone directory. It wasn't there. Found Mr. Bell's name in the directory; called the number and was informed by "Central" that the phone had been dis-



# The Annual Puffed Rice and Puffed Wheat Coupon Sampling Offer is Here

The coupons will begin to reach the housewives about April 10th at an average rate exceeding **two million weekly**.

**760,000** a week on the average offer one package entirely free.

All we ask of you is merely to get ready for the first of this coupon demand.

We take the risk on goods you purchase to take care of the business sure to follow this offer.

## The Guarantee

Buy two cases each Puffed Rice and Puffed Wheat, and should any part remain on August 1st, we will relieve you of the surplus on request.

You get your full profit on every coupon you redeem.

We reimburse you in cash at the retail price.

We urge you to anticipate by ordering your Puffed Rice and Puffed Wheat now.

## The Quaker Oats Company



connected. Called up three of the best-known grocers in Pittsburgh and was told to let the association alone—it was dead. Called up two prominent jobbers in Pittsburgh and was told by both that they had “never heard of the organization.” I don’t make this statement because I want to be unpleasant, but because it is true, and “pity ’tis ’tis true.”

Report from Pittsburgh N. S. Grocers: “This association rarely has enough members out to constitute a quorum, and there is absolutely no interest shown in the organization by anybody except the officers. The secretary advised that he was ready to resign because of this lack of interest (Good luck to you, J. Henry Graf). He stated that nothing had been done in reference to the Pennsylvania plan and he would be unable to say what disposition would be made of the matter until after the next meeting.” (Let us hope.)

Report from McKeesport: “The association in this city is not in a flourishing condition. The members have very little interest in its meetings or its doings. (And not in a flourishing condition? Impossible!) The secretary appears to be interested in the Pennsylvania plan and hopes to awaken enough enthusiasm among the merchants to try to get the money for his city.” (More power to your elbow, Mr. Junker.)

Sharpsburg: “Had an interview with J. F. Barry, who stated that he was personally in sympathy with the plan and would do all in his power to have the members assist in its furtherance. (Good boy, Barry, but transfer your sympathy from the plan to your members, they need it, the plan doesn’t.) A final decision has not yet been made by the association.”

Irwin: “This association is practically a dead one. Was advised that they had no meeting for almost a year and the secretary was unable to say whether or not they would get busy on the plan. (No meeting for a year and a “dead one”? Don’t believe it. I am sorry for you, my dear Jamieson, you are up against it. Take my advice, get out of the morgue.) The secretary personally appeared interested and said he would try to interest his members.”

Greensburg: “This association has had a new secretary since January 1st, but the name of the old

one is still on the official list, nobody concerned having had interest enough to change it. The present secretary, A. E. Martin, stated that their membership had decreased from 125 to 58. Mr. Martin is very much interested in the plan and will do everything he can to get his members to co-operate with him.” (Get back to 125 or 250 through the Pennsylvania plan. You can do it, Brother Martin.)

Jeannette: “This association has had no meeting for two months. Nothing definite has been done with reference to the Pennsylvania plan. The secretary seemed to have as much interest in the matter as a bedbug would have in a pink parasol, and could scarcely get him animated enough to answer civil questions. He hopes to have a meeting “sometime.” (Sometime? Really? Why you are a regular cut-up, Mr. Cribbs. Do you eat, or is it too laborious?)

Uniontown: “The association has not had a meeting for several months and naturally there is no interest being manifested in the Pennsylvania plan. A young lawyer is the secretary and after repeated attempts to get a quorum, quit in disgust.” (Congratulations, Lawyer John!—want to know you better.)

Vandergrift: “From investigations here would consider the Pennsylvania plan an absolute frost unless someone gets into the town and sets off dynamite at every corner to awaken the merchants from their slumber.” (Mr. Love, I have asked my family to bury me at Vandergrift—must be a great place to disintegrate. Won’t you please make arrangements for a lot for me? You can probably get one cheap anywhere on your business streets.)

Johnstown: “While the secretary, Mr. Stewart, is in favor of the Pennsylvania plan, or anything else which is going to mean real organization for that city (my Stetson is in my hand to you, Mr. Stewart), the president is positively opposed to the proposition—not certain whether he knows why he is opposed to it.” (Tell us, Mr. President, so we can show you where you are wrong.)

Indiana: “The president and secretary of this association know nothing whatever—(I was going to stop there, but it would be unkind) about the Pennsylvania plan. Several grocers were called

upon but they knew nothing about it either.” (Wonder if they knew George Washington is dead. Sure they haven’t heard that Wilson was elected?)

California: “The association has only three grocers connected with it and they at present will have nothing to do with the Pennsylvania plan, but they don’t know why. They haven’t had a meeting since last August, and the organization isn’t a bit nearer dead than an Egyptian mummy, not a bit.” (If it wasn’t unmanly, here’s where I’d weep.)

Brownsville: “Saw Mr. Lynch, president of the association, in the hope of interesting him in the Pennsylvania plan. He recently heard Wessels’ address on the subject at Newcastle where it was ‘unanimously endorsed,’ but Mr. Lynch cannot see where the proposition can benefit him or other local merchants.” (Wonder why somebody didn’t stop Mr. Lynch from snoring while I talked.)

There are a lot more reports like these. Isn’t it pitiful? Isn’t it a crying shame? To think that any business man with responsibilities not only of a family, but of a busi-

ness, on his shoulders can be so absolutely indifferent to the welfare not only of his business but of his family!

Where we received one report like those just quoted we received two from the real live organizations which are accomplishing things showing a most intense interest in the Pennsylvania plan; their intelligence convincing them immediately that they have everything to gain, nothing to lose, that they are bound to increase their membership, that they are bound to save money, that they are bound to accomplish a thousand and one things that can only be accomplished by organization, and that the Pennsylvania plan is honorable, fair to everybody, and that no intelligent thinking man can criticize it and that it means organization.

You, who read this article, please don’t think that I am discouraged. I have already told you that the plan is going to succeed. I simply want to show you how very, very necessary to the welfare of the Pennsylvania merchants the Pennsylvania plan is.

(Continued on page 22d.)

Contributed.

## What One Food Commissioner Found in Eight Hundred Grocery Stores

**Had to Examine Them Under State Inspection Law as to Ventilation, Light, Condition and Display of Goods. Only Two Had Perfect Score. Scores as Low as 47.**

The Sanitary Inspection Law requires that this Department make inspection of all grocery stores and other places where food products are manufactured, handled, distributed or sold, to see that the same comply with the requirements of the law. There are those who believe that the State should not interfere in matters of this kind; while there are others who believe that the Sanitary Inspection Law is a law to be enforced by the State authorities; there are those who believe that it is the right of every man to do business as he pleases, and all those doing business with him who do not like his methods can go elsewhere. Such a person forgets that in some cases this is not possible, or at least practicable, for he may be the only man in town carrying on this particular business.

The public are therefore obliged to do business with him or go without the products. A few trade in other towns or have their products shipped to them, and herein lies the reason for some of the shipments of goods into the State by the consuming public.

In some places the grocerymen are too careless with regard to the sanitary condition; too careless with regard to how their goods are kept in the store; whether they are fresh, or contaminated with the odor of tobacco smoke or codfish, or such products as have a disagreeable odor and which odor is readily taken up by other food products. Such persons forget that the public have a right to demand that all places of business, where food products are handled, shall be kept in proper sanitary condition, and



that all food products shall be distributed, handled and stored in such way as to be free from harmful ingredients or germs. The public have allowed individuals to specialize and to take it upon themselves to supply the general public with certain commodities, while others busy themselves along other lines. The public, therefore, have rights which must be respected by those who are doing business, and the requirements under the Sanitary Inspection Law are only reasonable for the protection of the health of the people.

Many complaints have come from different parts of the State with regard to the condition of certain places of business. Some of these have been with regard to the condition of a grocery store, or, at times with the condition of a cellar where decayed and rotten vegetable material from the preceding winter has been left to become a source of menace to the health of those who purchase food products in the place.

The scores for each grocery store has been made on the points indicated in the following:—

	Score.
1. Ventilation and light.....	10
2. Floor, walls, fixtures, screens, etc., .....	10
3. Refrigerator .....	10
4. Butter and cheese.....	10
5. Bulk goods, vegetables, etc....	10
6. Display of goods in store....	10
7. Sidewalk display .....	10
8. Cellar and cellar stock.....	10
9. Backroom and yard.....	10
10. Personnel .....	10
Total .....	100

E. F. LADD,  
Dairy and Food Commissioner  
North Dakota.

Experiment Station,  
March 17, 1913.

NOTE.—Commissioner Ladd sends with the above a complete table showing the score of every grocery store visited by his inspectors. It is very interesting. About 100 retail stores are reported on, and out of this number only two received a score of 100—J. J. Bartley, of Beach, and P. A. Moore & Co., Dickinson. These two grocers the Department found were keeping their stores as clean, sanitary and attractive as they could be kept. Scores ran as low as 47, this man being grossly deficient at all points. There were a good many in the 60's and as many in the 80's.—Ed.

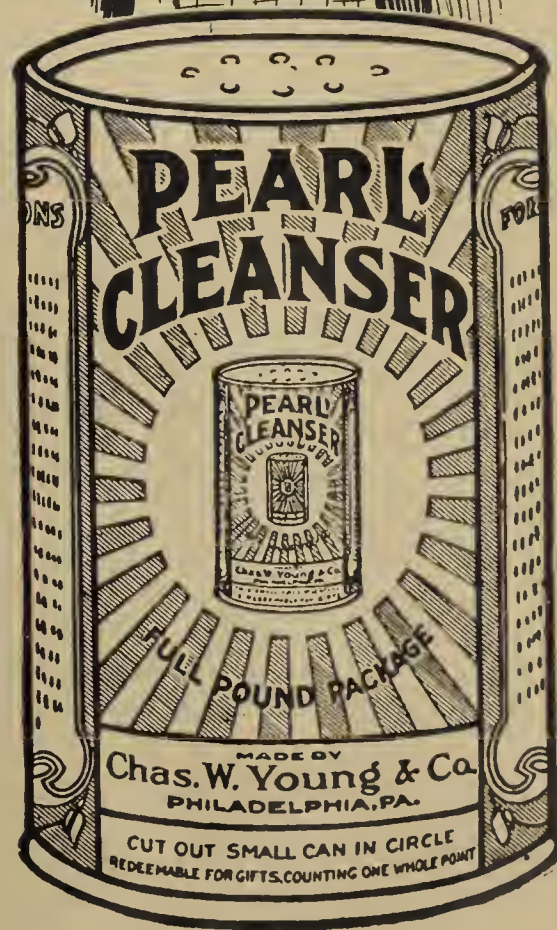
Florida beans are beginning to be more generally wanted, and the price is steady to firm—\$2.75 to \$3.25.



## Women Prefer Pearl Cleanser

to any other, because it combines all the "soapiness" and all the "scouring power" that can be put into a cleanser, yet *does not scratch*. Full pound in every package.

We redeem the fronts of Pearl Cleanser cartons for high-grade gifts, so your customers have an additional inducement to keep on buying Pearl Cleanser—each sale at a good profit to you. Start your customers on Pearl Cleanser and you'll be surprised how soon it becomes your leading seller.



## CHAS. W. YOUNG & CO.

Makers of Soaps of Merit

ESTABLISHED 1877

PHILADELPHIA



### WHAT TO TELL CUSTOMERS

"Notice this can of PEARL CLEANSER is a full pound; it will scour more things without scratching them or hurting the hands than any cleanser I know. Cut the little can out of the front of the big one and save it—this gift book shows you why."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



# WITH THE EDITOR

The "Grocery World and General Merchant" has had more or less to say about the Collier-Westfield food scheme, as a part of which

**Suspicious.**

"Collier's Weekly" has induced the Westfield (Mass.) Board of Health to print an alleged directory of brands that have been analyzed by its chemists and found pure. Collier's is exploiting the scheme as a consumers' directory and copies of the book, at 10 cents each, are being shipped all over the United States. Collier's has admitted that the scheme is being paid for by some of the manufacturers whose goods are named in the directory, and we have criticised the whole enterprise because it is an advertising scheme hidden under the mask of a philanthropy, and further because the book, in spite of a prefaced statement that it does not contain all pure brands, is being exploited in such a way that consumers will inevitably condemn a brand which is not listed.

Some additional information received during the week from a manufacturer who started to go into the thing but withdrew, indicates even more clearly what a graft the Collier-Westfield scheme really is. The manufacturer in question proposed to have four of his products—which are sold all over the United States—analyzed by the Westfield Board of Health, to the end that they might be listed if found all right. When he came to ask the price of the analysis, he was told \$4 for each one. Almost any chemist will make it for \$2.50 each. This shows the unrighteousness of the thing. Naturally a manufacturer of pure brands doesn't like to see a "directory of pure brands" put out without containing his, and the natural thing for him to do in such a case is to try to get in the book if he can. Indeed, if the book is going to amount to anything, he may feel driven to get into it for important business reasons. He goes about it and finds that the compilers of the thing won't take ordinary evidence that his brands are pure and worthy of mention in the book. He can show them a hundred

analyses by the best chemists in the land, every one telling a story of perfect purity, but none of this will even be considered. He must let the Westfield chemist analyze—only his word will be accepted—and he must be paid nearly twice the regular price for his work!

This is indeed a noble enterprise!

Mr. C. M. Wessels contributes to this issue a slashing arraignment of some of the dead and dying local grocers' association in

**The Wessels Article on Pennsylvania Associations.**

Pennsylvania, some of which he names. In going over the ground to prepare the trade for the Pennsylvania organization plan, his representatives encountered a condition of lethargy and decadence in certain associations which is little short of amazing. It is very difficult to understand how these towns, with healthy, prosperous, and helpful associations all about them, can sit down and idly yawn their time away. The writer ventures the opinion that there is no town in existence of more than a thousand inhabitants, in which a merchants' association cannot be organized, and further, that that association can be kept alive and be of real business assistance to every member. Naturally there must be prime movers in these things, but if the town hasn't one, the State Association has, and will always be glad to furnish him.

Every one of the dead or dying associations in Pennsylvania has some reason to give for its condition. Every reason they give is bad—"Ill feeling among the members." Is there excuse for that? "Can't get members out to the meetings." The blame is not with the members, but with the meetings. "They can't see where the association does them any good." Very likely it doesn't. The writer has heard so many reasons given for the defunct condition of retail grocers' associations, but he has never yet heard even one good reason given. They were really *confessions* rather than reasons—confessions of laziness, of indifference, of bad feeling, of stupidity on the part of the members or the merchants who should have been members.

Mr. Wessels' article is pretty likely to smart somebody; possibly the smarting may start the circulation.

Every now and again the "Grocery World and General Merchant" expresses its conviction that the greatest trouble from which the grocery business is suffering is a lot of unnecessary stores, and that the reason for this is that anybody with a little money, man, woman or child, can enter the business without let or hindrance. No better proof of this will ever

**Amazing.**

be available than the following postal just received by this journal from a woman:—

Dear Sirs:—We are about to keep a small grocery store in the country, and subscribe for the \_\_\_\_\_, thinking we would get to know the best place to buy goods on a small scale to sell again, but we don't find in it what we want. Can you tell us how to begin to keep a grocery store in a small way to begin with?

Respect'y yours,

X X

This amazing revelation is both pathetic and exasperating. Pathetic because it reveals the plight of a woman, possibly alone, preparing to enter a fight for which she is wholly unprepared and unequipped. Exasperating because it reveals the utterly irresponsible competition which established merchants—who must follow competition wherever it leads—are constantly being called upon to meet.

To permit such a condition to exist is as insane as it would be to pass a law making it a misdemeanor to deny children under the age of five years all the matches they wanted to play with. Children so equipped could destroy themselves and others, and so can—and do—persons who go into business without knowledge, or training, or consideration as to whether they are needed.

We want to say a word more about the bill pending in the New York Legislature, requiring all commission men to obtain a license and

**Making Commission Merchants Honest.**

file a bond before doing business. This journal commended the bill very highly when it was introduced, on the ground that it would help to keep straight a mercantile class that held many shysters. We were taken to task by the Merchants' Association of New York, a member of which wrote an article, which we printed, strongly objecting to the bill on many grounds.

By this time the New York Merchants' Association, and others who believe this an unjust bill, have probably noted the New York "World's" exposure of two dishonest commission merchants, both of whom appear to have used that old and favorite trick of accounting to

## Bill to Punish Dishonest Advertising Now a Law in Pennsylvania

The Governor of Pennsylvania on Thursday signed the bill making it a criminal offence to advertise dishonestly, and it is now a law. The measure has received considerable attention in this journal, but its text is reproduced again:

Whoever, in a newspaper, periodical, circular, form, letter or other publication published, distributed or circulated in this Commonwealth in any advertisement in this Commonwealth knowingly makes or disseminates or causes to be made or disseminated any statement or assertion concerning the quantity, the quality, the merit, the use, the present or former price, the cost, the reason for the price or the motive or purpose of a sale of any merchandise, securities or services or concerning the method or cost of production or manufacture of such merchandise or the possession of rewards, prizes or distinctions conferred on account of such merchandise or the manner or source of purchase of such merchandise or securities which is untrue or calculated to mislead, shall be guilty of a misdemeanor, and on conviction be sentenced to pay a fine of not more than \$1,000 or by imprisonment in the county jail not exceeding sixty days, or by both such fine and imprisonment.



the shipper for less than they received.

The "Grocery World and General Merchant" says amen to every plan of holding to the strictest accountability any class of traders so impregnated with fraud as commission merchants have lamentably been. While it is true that no man can be made honest by legislation, it is equally true that his actions can be made honest by a law removing him from business if they are dishonest. Let us squeeze the thieves to the wall now, while the people are awake.

Two small newspaper items lying on the writer's table may throw a little light on the familiar high cost of living. One is the condensed annual report of Liggett & Myers, and the other serves the same purpose for the Lorillard Co., both tobacco manufacturers.

In the year 1912 the Lorillard Co. sold \$5,305,574 worth of its tobacco. The Liggett & Myers Co. fail to say how much they sold, but they cleared \$9,027,692, so that the actual business done must have been at least \$50,000,000. Every dollar of this huge sum was spent for an article which nobody needed, and which represents in every part an absolute and unmitigated waste. And these are but two of the many concerns supplying tobacco, and besides tobacco there are other things just as useless, just as wasteful.

It is a striking illustration of the power of perfectly unnecessary things to force themselves upon us. If we could strip all these things off, we would probably find living costing very little more than it did ten years ago.

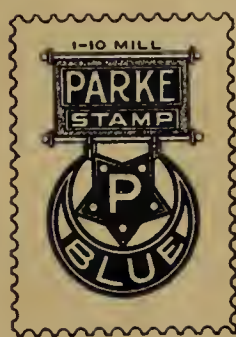
South Carolina is now shipping salad, and it ranges from \$2 to \$2.50. The quality is good and the demand active.

#### Easy to Understand.

The effectiveness of some good thing or deed is often impeded because of a lack of understanding by the general public.

When Mapleine was put on the market, many jumped to the conclusion that it was a substitute for maple syrup. This is absolutely erroneous. Mapleine is not a syrup or a substitute for anything, but an original flavoring extract, which produces a taste similar to maple. Here the similarity ends.

Mapleine is not a sugar or a syrup, but a liquid to be used like lemon or vanilla to flavor cakes, puddings, ices and white sugar syrup.—Adv.



This is the Parke stamp—redeemable for hundreds of beautiful premiums. It insures steady sales for you.



## It Will Pay You to Push the Sale of This Tea

PARKE'S GOLD CAMEL CEYLON-INDIA TEA is a very high grade of real Ceylon-India of unusual strength and fragrance. It is sure to please customers who want the best and becomes the leader among package teas wherever introduced. The red, blue and silver package makes a beautiful and conspicuous display on your shelves and sells on sight. PARKE'S GOLD CAMEL MIXED TEA is a popular blend because of its fine flavor and rich amber color. The carton makes it a handy package for you and guarantees its quality and condition. Cut open a package of Parke's Tea and you will see at once how clean it is, vastly superior to ordinary package teas and sure to sell better.

Parke's Stamp line includes Coffee, Tea, Baking Powder, Spices, Ammonia, Bluing, etc., all strong, steady sellers.

## L. H. PARKE COMPANY

232-234 Market Street  
PHILADELPHIA

638-640 Grant Street  
PITTSBURGH, PA.



#### WHAT TO TELL CUSTOMERS

"I can sell you either a strong Ceylon-India Tea or a milder mixed Tea and guarantee the flavor, if it's Parke's. When you open this Tea notice how clean it is—no dirt and sticks, but all pure fragrant Tea."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## National Secretary Urges Retailers to Stand by Canned Foods Week

**Says it Means Sale of Millions of Cans. Giles Coming to United States for National Convention. Warning Against Selfish Schemes of Drug Interests Against Grocers and General Merchants.**

Special Correspondence of "Grocery World and General Merchant."

Cleveland, Ohio,

March 20, 1913.

It is indeed very gratifying to us to receive the ready responses to our letters sent out in regard to Canned Foods Week. There is every indication that if the retailers will take advantage of the special advertising being done that millions of cans of food will be moved during the week beginning March 31st and ending April 5th. By making a good display and demonstration we will be able to eradicate from the minds of the consuming public every atom of distrust and suspicion, and place on that part of our business, which is at least 40 per cent., the stamp of approval and confidence. The success of this week of sales in canned foods will be more far reaching than first an-

ticipated. The opportunity offered during that week, making for the perpetual use of canned foods and the increase in distribution can be very great if the retailer will do his duty.

A number of associations have adopted a badge and are distributing them around to their members to be worn between now and the 31st of March. One badge bears the inscription, "I am boosting Canned Foods Week, are you?" The pre-advertising which is being done is already beginning to make the people inquire something about canned foods, and many of our members are reporting increased sales already.

We would advise that the retailers be prepared for the sale and determine the amount which they propose to dispose of to be a very

large lot. There is time to make out assortments and to figure how close it would be advantageous to sell them, and in fact it would be well to be fully prepared by the time the sale begins to know just exactly what you expect to do each day during that sales week. It is safe to say that the sales will be enormous, provided of course that we use every means at our command to inform the public and to dispose of the goods.

All of the factors having this matter in charge are leaving nothing undone in the way of advertising, both in the trade press and the daily paper, and your officers have done everything they can to co-operate with them in bringing attention to the public through the daily papers.

Let us do our part, boost and boost hard at every local meeting and every State meeting of retailers no matter where or when it may be held during the next thirty days.

This plan bids fair to bring into use millions of cans of food that would otherwise be left in the storehouse of the wholesaler or on the shelves of the retailer. We believe this will be the most effect-

ive plan of advertising canned foods that could have been suggested. We believe the tide has turned and that the industry now has thousands of friends to one enemy and that its enemies are merely so on account of ignorance or prejudice. This plan of introducing canned foods will almost entirely eradicate this prejudice if the retailer takes advantage of the opportunity presented. Everybody is looking forward to the time when they will have a special opportunity of looking into and studying the canned foods in every phase. The National Association, through its officers, are using every effort to advertise this sale of canned foods and feel that they can go to the extent of guaranteeing everything sold during that week and that the retailer will stand behind the national officers in this undertaking for the general welfare of the trade.

\*\*\*

The coming National convention at St. Louis is to be one of more than ordinary interest. The National secretary of the Federation of Retail Grocers of Great Britain, Hon. Arthur J. Giles, has notified President Lux that he will arrive for the convention in St. Louis on the day previous to the opening session, which will be held May 19th.

He will visit Philadelphia, Washington, Boston, Montreal, Toronto, Niagara Falls, Cleveland and Chicago, and will be the guest of the retail grocers in the cities mentioned.

Mr. Giles has served twenty-one years as secretary of the English Federation and no man is more loved by the trade in Great Britain than is he. His long continued service has given him a very large acquaintance with the law makers of the realm and an influence among manufacturers that is of the greatest benefit to the trade at large.

\*\*\*

There seems to be an organized effort all over the country to take away from anyone but a registered druggist the right to sell anything in the line of patent medicines or druggists' sundries. This would include extracts of all kinds and numerous other household medicines which have been dispensed to the trade by the general merchants for a hundred years. Almost every State in the Union is in legislative session and there has



### She'll Use Banner Lye Every Hour of the Day

There are many things which nothing but **Banner Lye** will clean satisfactorily, and once you start you customers buying it they will find so many uses for it they will never stop buying it. It sterilizes, cleans, disinfects, removes foul odors and cleans out waste pipes. You can easily sell **Banner Lye**, and you can absolutely guarantee it. The patent top, *sifting can* makes it easy to use, yet avoids waste. Every can contains a Library Slip. Your customers will save Library Slips to get their favorite books and magazines FREE. Not only householders, but doctors, butchers, bakers, printers, plumbers, hotels and institutions, restaurants, etc., use **Banner Lye**, and you can sell it to all of them if you keep it well stocked and displayed where the attractive red label will be seen.

### THE PENN CHEMICAL WORKS

Philadelphia, Penna.

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants





en presented in one form or another in nearly all of them a bill along the lines mentioned, restricting the sale of household medicines to registered druggists. A great many of our general merchants have a regular trade in this line of goods and if this were not so, it comes with very bad grace when we take into consideration that every drug store in the country is handling soaps of all kinds to say nothing about other lines of goods that are entirely foreign to the needs of the public from a medicinal standpoint. This matter needs a little attention at the present time and it behooves the retailers in the several States to take care that nothing of this kind is passed while you are entirely ignorant of the fact that such a bill has been introduced. It is very evident that this matter is under some general control because all bills that have been introduced are worded in such similarity as to impress anyone with the belief that they have all been drawn up under one authority. I have several times called the attention of the retailers to these bills and think it wise to again bring the matter to your attention. There is a determined effort to put through this kind of legislation in a great many of the States.

JOHN A. GREEN,  
Secretary National Retail Gro-  
cers' Association.

#### AMONG THE TRADE.

During the week the Philadelphia Health Bureau has issued the following new regulations regarding the outside display of meats, etc.:—

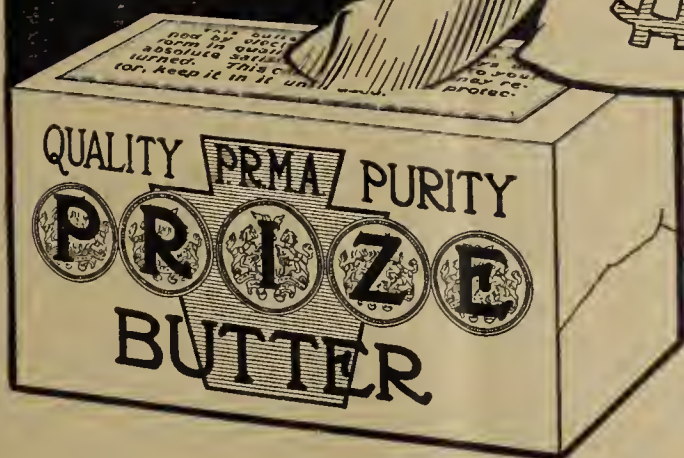
No meats of any description shall be permitted to hang or stand in the open air exposed to insects or street dust, but must be under glass, and, in summer, properly iced to prevent spoiling.

Dressed carcasses or parts of carcasses of animals or poultry shall not be transported through the streets of Philadelphia exposed to view and to contamination by dust and insects. All vehicles used for the conveyance of such meats shall be provided with wrappers of canvas or some equally satisfactory material in which the carcasses or parts of carcasses shall be completely enveloped while in transit through the city.

The aprons, smocks or other clothing of the employees who handle meat in contact with such clothing shall be of a material that is readily cleansed and made sanitary, and shall be cleansed daily if used.

This appears to refer only to meats, etc., displayed outside the store.

# THERE'S MONEY IN IT FOR YOU



Grocers often lose trade because of butter that is not uniform in quality and flavor; customers are pleased one time and disappointed the next, so they shop around and no one can depend on their trade. PRIZE BUTTER overcomes this trouble; our enormous facilities enable us to guarantee its uniformity of both *quality* and *flavor*. You can recommend PRIZE BUTTER to your customers with confidence; it will please them this week, next week and *always*. This means you can secure a big, steady volume of sales from satisfied customers, in fact, you will do the big butter business of your town if you'll push the sale of PRIZE BUTTER. We pack PRIZE butter in carton, tub or print, and color and salt it to suit your trade. Let us know your requirements.

## P. F. BROWN & CO.

39, 41 and 43 South Front Street

PHILADELPHIA



#### WHAT TO TELL CUSTOMERS

"PRIZE BUTTER is rich, pure butter, made in the finest dairy section of Pennsylvania. We get it fresh daily and can guarantee it in every respect. You'll like its flavor and quality better than any butter you've ever tasted. Try it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



# BURK'S Bock Wurst

**THIS SAUSAGE DELICACY EVERY  
THURSDAY, FRIDAY AND SATURDAY**

Contrary to our former custom we will cook this sausage instead of marketing it in a raw state, which will not only make it less perishable and cause it to stand shipping better, but will make the preparation thereof much easier.

## DIRECTIONS FOR THE CONSUMER

Cut links apart. Cut the casing lengthwise on two sides with the point of a sharp knife. Remove the casing by pulling it from end to end, by which method the meat will not adhere.

Brown a piece of butter in a pan, then fry the sausage long enough to heat it through, meanwhile gently shaking the pan. Serve hot.

# BURK'S Meat Loaf

**SEASONABLE THROUGHOUT THE YEAR**

Composed entirely of fine selected meats—contains no flour or cereals. Baked fresh daily in loaves of about five pounds.

Makes a quick and delicious breakfast, sliced and fried in a little butter.

Cut in thin slices it can be served for luncheon, or warmed in the oven in one piece it takes the place of a roast.

Meat Loaf was originated by us but is now imitated by others. None equal to Burk's which is of superior quality.

Every piece is branded with our name.

**LOUIS BURK**  
**Girard Avenue and Third Street**  
**PHILADELPHIA**



We would be pleased to have for publication in this column the ideas of our readers upon trade topics it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

## A Great Record and a Great Letter.

Tioga Centre, N. Y.,

March 19, 1913.

To the Editor.

Dear Boys and Girls:—Enclosed please find check for subscription as per request No. 3. My excuse for not remitting before is thusly: January 1, 1912, I sold out; took it last year to kinda wean off on, and now renew, for I don't think I am *entirely* weaned. I was in business, in my small way, from August 15, 1869, until January 1, 1912—same corner and same store—paid 100 cents and didn't burn out. How ist dot for a record in a little one-horse town like this? Do you think St. Peter will ask me very many questions when he hears that little speil? I think he will say, "Well done, good and faithful brother. Pick out your harp."

Another reason for my seeming neglect is there are two new merchants in the place who have promised me to subscribe but have not done so as yet, but I think I will land them when the sign comes right, so you see I was waiting to help you'uns, and I will recommend you'uns to all I meet in the grocery biz, for I think it is the best I have ever taken during the brief (?) period of my business career.

Hoping to meet you hereafter, if not here, I remain,

Your true friend and well-wisher,  
(Signed) FRED. MARTIN.

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## Gould-Mann Law Doesn't Include Drugs.

Baltimore, Md., March 18, 1913.  
To the Editor.

Dear Sir:—I note in the issue of the "Grocery World and General Merchant" of March 17th, on page 20, under the heading, "Gould-Mann Bill Now a Law," that the writer of that article has fallen into an error with regard to the scope of the Gould Net Weight and Measure Bill.

He states, "It requires the net weight, measure or numerical count to be placed on the label of all packages of food, drugs, medicines and liquors, which are shipped from State to State."

This is incorrect. The bill amends Section 8 of the Act of June 30, 1906, and amends "Third" under sub-head in case of foods. It does not apply to drugs and

medicines, only to foods. It is unnecessary to put weight, measure or numerical count on drugs and medicines.

Yours very sincerely,

W. M. McCORMICK.

\*\*\*

## Want a Philadelphia Commission Merchant.

Micanopy, Fla., March 13, 1913.  
To the Editor.

Dear Sir:—I notice in your paper market quotations on vegetables. Can you give me the name of a reliable commission house in your city to ship to?

Thanking you in advance, I am,

Yours respectfully,

H. L. ROSENBERGER.

B. F. Ives & Co., 224 Dock street, Philadelphia, are absolutely honest and reliable.

\*\*\*

## Practical Difficulties in the Way of Enforcing Net Weight Laws.

New York, March 19, 1913.  
To the Editor.

Dear Sir:—Some of the States, and now Congress, have passed laws which require the labels to bear a legend stating the exact net weight of contents. This can be done easily in the case of cereals, flour, etc., and goods which can be weighed and are sold by weight, but becomes almost an impossibility when the exact net weight must be put on the labels where for instance fish are packed in oil, or peas are packed in water, etc.

The laws do not state whether this net weight refers to the fish alone, or to the fish together with the oil. In the case of peas and mushrooms, for instance, it means that if one puts the weight of peas and water or mushrooms and water on the can the label is in compliance with the pure food laws, but it does not take into consideration the protection of the consumer, which is the ultimate object of the law, because if an unscrupulous manufacturer were to put in the tins only  $\frac{1}{4}$  of the quantity of peas and three-quarters of the same quantity of water, the net weight will be exactly the same, or almost the same, as that of a can containing three-quarters peas and one-quarter water. We have brought this matter to the attention of some Pure Food Commissioners of the various States, and they admitted



they were not sure as to which way the law should be interpreted. This is only one of the hundreds of instances that occur almost every day. There is only one way to really remedy this pure food law and make it beneficial to all. The only remedy that we can see is that the United States and the various State laws are made identical.

Respectfully,

G. PORGES,

Secretary Strohmeyer & Arpe Co.

\*\*\*

Philadelphia Importers of Dates.

North Tonawanda, N. Y.,

March 14, 1913.

To the Editor.

Dear Sir:—If not asking too much, we should like to have you advise us the names of the different concerns in your city who import dates.

Thanking you very kindly in advance for a reply, we are,

Yours very truly,

WHITE, GRATWICK &

MITCHELL, INC.

Birdsong & Co., 136 North Delaware avenue; Lummis & Co., 148 North Delaware avenue; V. L. Cavanna & Son, 41 South Water street.

#### MAGAZINE NOTES.

Taken altogether, "Lippincott's Magazine" for April is a characteristic and delightful number, maintaining all the excellencies of old-time reputation. The complete novel is a story of love and mystery, entitled "Don't Trifle with Money." Once started, it catches you in the grip of its strong currents and holds you there till the last page is read. The author has gained fame as a writer through her books, "Letters to Women in Love," "Babsy's Daughter," etc., but in this story she exceeds all her past efforts. Yielding to temptation, the hero embarks upon an irregular financial transactions, but his better nature prevails. Then, to his dismay, he finds that bonds for a huge sum which he had been planning to make use of, and which belong to another man, have disappeared. The way of this particular transgressor is indeed hard before the story is finished. In the end, however, he is chastened, and he wins the girl—notice the *the*—and everybody is happy.

The short stories are all good and all lively. The titles and authors follow: "The Chain of Succession," by Stanley Olmsted; "Pasetsk the Second-Hander," by Mary Imlay Taylor; "Anderson of the Volunteers," by Charles Harvey Raymond; "The Escape," by Annie Steger Winston; "The Weakling," by Percy Shaw, and "The Smile's Suggestion," by Elizabeth Whitford. The Short Story Masterpiece this month is "Four Days," a war-time sketch by the wonderful Russian writer, Wsewolod Garshin. "What He Was" is a sparkling little sketch by Frederick Moxon.

**ELTON J. BUCKLEY**

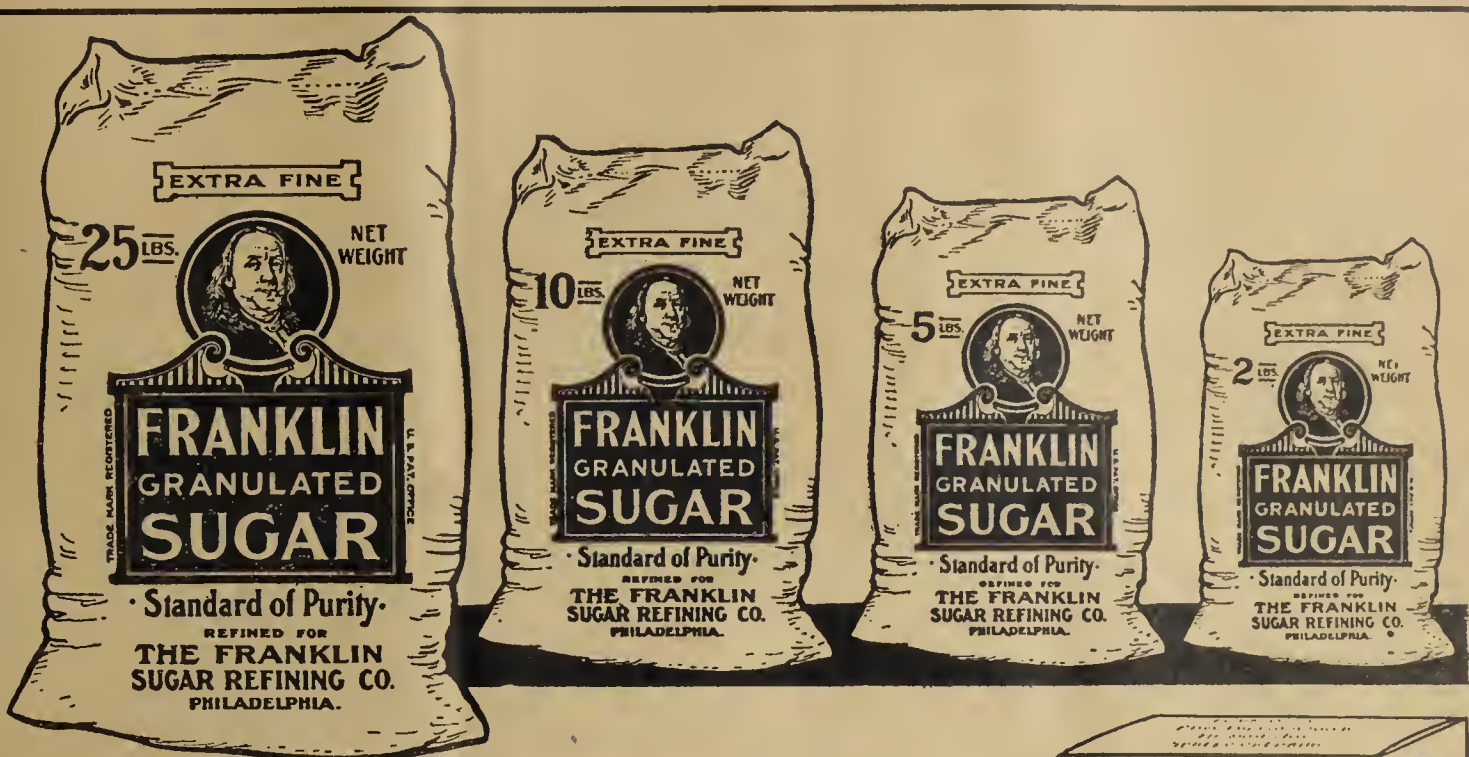
Editor "Grocery World and General Merchant"

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609  
Keystone, Race 746



## Franklin Granulated Sugar In Cotton Sacks



The same grade of fine GRANULATED SUGAR which we pack in FRANKLIN CARTONS, we also pack in cotton sacks of 2-lb., 3½-lb., 5-lb. and 10-lb. capacity.

This is a handy package for boarding houses and customers who want to buy sugar in large quantities for preserving and canning at home.

FRANKLIN SUGAR in bags is packed in barrels and 100-lb. bags.

**The Franklin Sugar Refining Company**  
PHILADELPHIA



#### WHAT TO TELL CUSTOMERS

"We can absolutely guarantee the weight and purity of this sugar. It's a granulated of the very finest quality that can be produced."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## The New York Letter

**New Regulations Coming for Enforcing Food Laws. Commission to Decide About City Markets Ends Hearing of Testimony. Conferences Still Proceeding Regarding Bill to License Commission Merchants. Retailers Fighting Oleo License Measure. Market Summary.**

Special Correspondence of "Grocery World and General Merchant."

New York, N. Y.,

March 19, 1913.

The New York "World" has just successfully sprung a trap on two apparently dishonest commission merchants. At any rate the Grand Jury during the week indicted them, after their arrest, for dishonesty in transactions with shippers. The men are Samuel Blick, secretary and treasurer S. Blick Co., 346 Greenwich street, and Joseph P. Saner, of J. P. Saner & Co., 293 Washington street.

The charge against both men was remitting too little money to shippers of eggs. A "World" reporter disguised as a farmer, after being promised "full prices and prompt returns" by the Blick concern, shipped some strictly fresh eggs to it. The "World" followed the eggs up and found that they were sold by the commission merchant at 28 cents per dozen. Blick made his return to the shipper on the basis of 25½ cents.

In the case of Saner, the transaction was about the same, except that the eggs were sold for 33 cents per dozen, and accounted for on the false basis of 30 cents. Another lot, sold through Saner, he got 28 cents for but only accounted for 26.

The finding of criminal indictments against these two concerns has roused the whole commission trade of New York and it is probable that every shipper who sends food products to New York is for the time being, at any rate, receiving every penny due him.

\*\*\*

The most important event that has happened in this city in a long time affecting the food and grocery business was the sending of a letter this week to the Mayor by Ernst J. Lederle, the Commissioner of Health of this city. In this official communication Dr. Lederle gives notice of extensive developments that he intends to bring about in the administration of his office in relation to the city's food supplies

and the enforcement of the food laws.

In addition to what he has decided definitely on doing he also makes a number of important recommendations for an expansion of the work of inspection and supervision of foods. The powers of the Health Department of this city are so great—almost arbitrary—that this letter of the Commissioner has made a deep impression in the trade. It indicates changes in various directions that will affect every branch of the business.

One of the chief provisions outlined is the enforcement of a food code which is now in preparation. It is announced that this will be so specific and definite that the manufacturers and dealers as well as the inspectors need never be in any doubt as to just what standards in food are in conformity with the law.

The Commissioner says that there are 20,000 establishments in this city in which foods, exclusive of milk, are prepared and sold. He asks for an increase in his force of inspectors so as to bring their number up to 150. He says that 34,000,000 pounds of food were condemned last year as unfit for food and that much of this might have been saved by the employment of proper methods of transportation and distribution.

A recommendation that will probably surprise many is that the public should be encouraged to use butterine instead of butter because of economy and also because the butterine is less likely to become rancid and infected.

The Commissioner submits reasons why in his opinion the enforcement of high standards in food will not increase the cost of living but, on the contrary, when combined with proper methods of distribution, should have a tendency to decrease it.

\*\*\*

Mayor Gaynor's Market Commission has concluded its public hearings. It is now receiving numerous suggestions for systems

of wholesale or retail markets or for combinations of the two. Members of the various sub-committees are expressing their opinions in communications to the Commission and the press. Some of the writers have elaborated their views describing extensive systems of terminals and markets.

After the committee has time to consider all of the suggestions it will report its conclusions and recommendations.

\*\*\*

Comptroller Prendergrast is asking the Board of Estimate and Apportionment to create a new bureau, to be known as the Board of Purchase, to include the Mayor, the Comptroller and the president of the Board of Aldermen.

He says that millions of dollars are expended by the city annually in the purchase of supplies for the various departments and that on a large part of these purchases the city now pays what are practically retail prices.

The duties of the Board of Purchase, as he outlines them, would be to supervise the work of the purchasing agents of the various departments.

Included in the city's purchases are large quantities of food for the various public institutions, but if the city pays retail prices it does not seem likely that the retail grocers get any of the profits. Your correspondent is told that very little business from public institutions goes to retail grocers. Why retail prices are paid seems therefore a puzzle.

\*\*\*

Another of the co-operative concerns that were organized with vast capital stock is now in the bankruptcy court. A petition was filed Wednesday against the Co-operative Markets, Inc., 945 Southern Boulevard, by a number of creditors, including several of the firms in the wholesale grocery district. The defendant company was incorporated in December last with a capital stock of \$1,100,000 and was to open a number of retail grocery and provision stores. It opened only one. It was reported when it was incorporated that it had the backing of a large real estate company but this does not now appear to have been the case.

The liabilities are reported to be \$12,000 and assets \$3,000. The court appointed a receiver.

Conferences have been in progress during the week in this city over the various provisions of the Roosevelt bill for licensing commission merchants. The object has been to reach an agreement that would be satisfactory and equitable. The conferences have been attended by legislators, representatives of the various mercantile associations and of the producers.

The bill is being gone over section by section and discussed fully. It has been agreed that some of the sections shall be modified to meet the objections urged by the mercantile associations.

The sections penalizing any false statements or false dealing on the part of the commission merchants has been broadened at their request so as to apply also to the producers and shippers.

Some modifications are to be made as to the bond to be required of the commission merchants. The powers of the Commissioner of Agriculture in relation to the examination of the books of merchants and otherwise are not to be as broad as in the original bill. After the conference completes its work the bill is to be pushed for passage at Albany.

\*\*\*

A lively fight is being made at Albany by retail grocers and others against the bill which proposes a license fee for retailers who sell oleomargarine. The bill provides for annual license fees of \$500 for the manufacturer, \$300 for the wholesaler and \$20 for the retailer.

The manufacturers and wholesalers are actively opposing the measure and the retailers are making a special fight of their own against it. The retailers are urging that this bill really proposes to levy a tax on them because nearly all grocery stores now sell oleomargarine. There is no more reason for taxing grocery stores, they add, than there is for taxing dry goods or hardware stores.

Some other features of the bill are criticised even more strongly than the license provision. The bill requires that the word oleomargarine shall be printed on the individual packages containing the product as sold to the consumer; that such package shall be sealed; that the name shall be indented in the product itself in each package; and also that signs be posted in the retail stores saying that oleomargarine is sold. The number and



size of the signs are to be prescribed by the State Commissioner of Agriculture.

It is urged that these provisions will accomplish nothing except to harass the trade in this product and that the other provisions of law now in force are fully effective in preventing stores from substituting oleomargarine for butter.

If the bill should become a law the Commissioner of Agriculture, opposed to oleomargarine, could prescribe signs so numerous and large that they would be unsightly when placed in the stores and could give the public the idea that there is really something wrong about oleomargarine as food.

In fact, it is claimed that various provisions of the bill are really designed to check the increasing tendency of a large part of the public to buy oleomargarine, especially in times when butter gets high-priced. The opposition to the bill will make effective use of the statement of the Health Commissioner of this city, mentioned in this letter, in favor of oleomargarine.

\*\*\*

A statement has been received here from F. J. Ach, the president of the National Coffee Roasters' Association, saying that the organization cannot properly display any bias on either side of the market. He explains that some press matter given out recently was not of an authorized character.

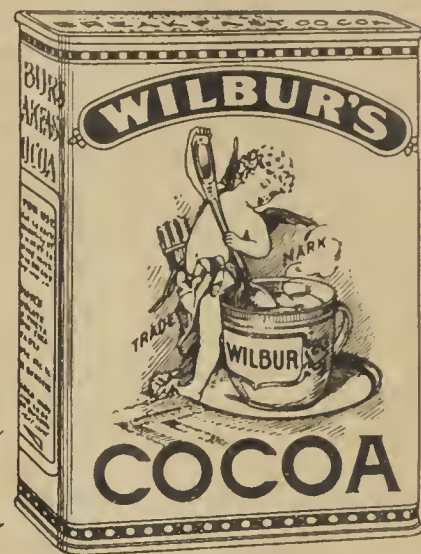
The coffee trade is much interested in the report that the Sao Paulo Government is negotiating with the Rothschilds for a loan of \$30,000,000. Some think that if the money is loaned it will be used in part in supporting the coffee market, which has been declining of late. Others think that it will be used only in internal developments of the State.

Experts in figures have been busy in the coffee districts and they have calculated that as a result of the decline in coffee in the last two months of fully 2 cents a pound, the people of the United States will be saved about \$25,000,000 in their annual coffee bill, computing the amount on the usual consumption. Other brokers say that this supposed saving is exaggerated.

\*\*\*

Jasper C. Hunt, one of the best known men in the wholesale produce and grocery district, died Monday at his home in Summit,

(Continued on page 21.)



IS  
BEST  
FOR

## HOW TO SELL Wilbur's Cocoa

Tell your customers about the delicious Cakes, Cake Icing, Puddings, Pudding Sauces, Desserts and Candies they can make with WILBUR'S COCOA and you'll find it easy to sell them POUND and HALF-POUND cans instead of QUARTER POUNDS. They'll buy OFTEN, too.

This is the right idea in selling WILBUR'S COCOA—to sell it as a FOOD as well as a BEVERAGE, for COOKING as well as for DRINKING.

Send us the names and addresses of some good customers and we'll mail to each a copy of our Recipe Booklet "COOK'S TOURS THROUGH WILBURLAND" and a coupon that will bring them to you to buy WILBUR'S COCOA. You make a good profit on WILBUR'S COCOA—let us show you how to increase your sales.

**H. O. WILBUR & SONS, Inc.**  
PHILADELPHIA

Baking  
Cakes  
Cake Icings  
Charlottes  
Custards  
Ice Cream  
Puddings  
Pies  
Sauces  
Desserts  
Candy  
Hot Cocoa  
Iced Cocoa  
Cocoa Syrup



### WHAT TO TELL CUSTOMERS

"When you use WILBUR'S COCOA for icing cakes you don't have to cook it, like chocolate. This saves time and trouble and there's no danger of your icing being lumpy."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants





### CXCIX.—Something More About the Law and the Practice of Collection Agencies.

The following letter gives me a chance to say something more—which I think I have not said before—regarding the law and the practice of collection agencies, and the great need of careful examination and consideration of their contracts—before and not after signing them. Nobody has ever counted the number of collection agencies, but there are a great many, and from many experiences with them, I express without qualification the belief that 75 per cent. of them are dishonest. They are obtaining a good living from the “advance fees,” or the “admission fees,” or the “retaining fees,” which they are collecting from merchants of all degrees. If they were forced to maintain themselves on their commissions from collections actually made, it is my firm opinion that not ten per cent. of them would be in business a month:—

Memphis, Tenn., Mar. 6, 1913.  
Elton J. Buckley, Esq.

Dear Sir:—Kindly give a regular reader of your articles on law some light on where we stand on a case like this: Collection agencies have been very active through this section of the South recently, and many of the merchants have made contracts with them. All charge some opening fee, which they call by different names, and which varies all the way from \$15 to \$50. We are among those who signed a contract, and among the claims placed with the agency by us was one for over \$500 against a debtor in Buffalo, N. Y. The collection agency was located in Chicago and claimed to have lawyers and agents in all cities and towns. The Buffalo claim was collected, but we have never received one cent of it. The agency has sent us letters saying that its local attorney at Buffalo, while owing the agency our \$500 and other sums, died, and his estate had been found to be insolvent. The agency has not said so in so many words, but it has intimated that this was our loss. We don't see it that way, but have not been able to get any satisfaction from the agency, as they do not answer letters promptly. Please let us know who is responsible.

Respectfully yours,  
R. B. & M.

The story of the dead attorney may be true and it may be false. I

have a very poor opinion of the truthfulness of the average collection agency. Whether it is true or false, if this firm have not signed the wrong sort of a contract, they can collect their \$500, less commissions, from the agency without a doubt, always provided the agency has anything. If the agency was as crafty as most collection agencies, however, the chance is that the contract was the wrong sort of contract.

The principle of law governing this precise situation, I take from a leading case: “A collection agency, upon receiving a claim for collection, guarantees (that is, by implication—E. J. B.) that it will use its best endeavors to collect the same; that where suit is necessary it will select a competent and reliable attorney for the purpose, and in the event of the latter's negligence, dishonest or unauthorized acts, will save the creditor harmless.”

In other words, if the agency has not relieved itself of its ordinary liability by a crafty clause in its contract, it is responsible to its client for everything that its attorneys do. If the attorney once collects the money, the law holds that the agency has collected it, as the attorney was its agent, and the agency must pay the client whether the attorney ever turns over the money or not.

There is a leading case involving a well-known collection agency. A Pittsburgh concern put claims amounting to \$1,726.37 in its hands for collection against a concern, which, rather curiously, was in Memphis also. The agency receipted for the claims as follows: “Received from so-and-so claims for collection against so-and-so, Memphis, Tenn., amounting in all to \$1,726.37. Signed.”

The Memphis attorney to whom the agency sent this claim for col-

lection collected the money and embezzled it. The creditor demanded payment of the agency and when it was refused, entered suit. The agency defended on the ground that its only duty was to select proper and responsible attorneys—that is, attorneys who had always borne a good reputation—and if it had done that, it was not responsible. The court held otherwise. It held that the agency was clearly responsible for everything that its attorneys did, and the agency had to pay.

In another case three promissory notes were placed with a second collection agency for payment. It sent them to a lawyer in Denton, Md., and he sent them to another lawyer at Baltimore, Md. The latter got judgment and collected the money, which was never turned over. The agency was sued for the money, and tried to escape on the same pretext raised in the other case. Here, too, it lost and had to pay.

These and other cases have led the collection agencies, which are almost always fully posted on the law as it affects their liability, to change their contracts so that they will not be liable for the acts of their attorneys. Unfair as this is, the courts have always upheld it, on the ground that if the merchant was foolish enough to sign such a contract, he would be bound by it.

The phrase on which the agencies usually rely to relieve themselves is one providing that attempts to collect shall be “at the risk and on the account of the creditor.” They use this because the courts have construed and upheld it. Several cases have held that if an agency inserts this in its contract, and its customer signs it, the agency's only duty in the case is to keep itself free from negligence in selecting an attorney. It

would be negligent, for instance, if it placed claims in the hands of an attorney whose reputation for honesty, as known to the agency, was poor. It would not be negligent if it selected an attorney whose reputation had always been good. If such a one collected a claim and stole the money, the client would lose and not the agency.

There is of course not the slightest justice in compelling a merchant who sends a claim to a collection agency to stand the loss if the attorney selected by the agency fails to do his duty, and therefore every merchant who signs a collection agency contract should hunt for this phrase and refuse to sign unless it is eliminated.

Reverting to the above correspondent's particular case, I cannot refrain from pointing out the absurdity of a merchant in Memphis, Tenn., employing an agency in Chicago, Ill., to collect a claim in Buffalo, N. Y. The best thing to have done was to place the claim with a Memphis lawyer. He would doubtless have a correspondent in Buffalo, with whom he could have sent it. The cost would have been much less than through the collection agency, and the service and satisfaction infinitely better.

(Copyright, March, 1913, by  
Elton J. Buckley.)

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor “Grocery World and General Merchant.”

PUSH YOUR OWN BRAND OF

## Peanut Butter

We will pack the best quality under your OWN PRIVATE LABEL in vacuumized glass drinking tumblers; also Mason jars, cans or pails.

**Upham, Miller Co.**  
NEW YORK

Manufacturers, Importers and Packers of Food Products of the Finest and Most Exclusive Grocers in America.



# Welch's Increases Trade

by producing Grape Juice of the highest quality and by liberally advertising the fact, we have created a demand for Welch's that benefits the dealer. We make you a partner in the sharing of the profits resulting from its merited favor and the wide-spread publicity that we secure for

**Welch's**  
"The National Drink"

our whole attention is given to the production of Welch's.

We make no other brands and we furnish no product to be distributed under private labels.

Make your store a distributing point for Welch's and thus share the advantage created by our advertising.

The family trade in Welch's is constantly increasing. You cannot afford to let your customers go elsewhere for Welch's Grape Juice. You cannot afford to neglect the opportunity Welch's offers for securing new customers.

We will send free window and store display material if you desire to make Welch's a specialty.

Get into the Prosperity Procession by Pushing Welch's.

Sold by all Jobbers.

**THE WELCH GRAPE JUICE COMPANY**

WESTFIELD, NEW YORK



## THE ADVERTISING OF KNOX GELATINE

appears regularly in the leading women's magazines. It is the kind of advertising that makes people hungry to taste the delicious dishes that can be made with KNOX GELATINE and that means it *sends sales to you*. KNOX GELATINE is not only easy to sell because of our advertising, but once you get your customers buying it, they will *keep on buying* on account of its quality and *big moneysworth*.

A package of KNOX GELATINE makes *two full quarts* of delicious, wholesome jelly. Customers who buy KNOX SPARKLING GELATINE No. 1 will also buy KNOX ACIDULATED GELATINE No. 3 if you will tell them about the extra envelope of lemon flavor in each package which saves them the expense and bother of squeezing lemons. Because you make a good profit out of the retail price of 15 cents.

**"Make KNOX your gelatine leader"**

**CHARLES B. KNOX COMPANY, JOHNSTOWN, N. Y.**



Make this delicious dessert for next Sunday's dinner and give the family a delightful surprise.

### PARFAIT A LA CARLOS

1/4 box Knox Sparkling Gelatine. 1/4 cup cold water.  
3 eggs. 1 pint cream.  
1 cup sugar. 1 cup strong coffee.

Soak gelatine in cold water. Make syrup of coffee and sugar; in this cook beaten yolks of eggs until mixture thickens; add gelatine; stir until cold. When cold add cream which has been whipped. Freeze and serve in parfait glasses, putting over top the beaten whites of eggs or a little whipped cream, and decorate with a single cherry.

**KNOX**  
PURE, PLAIN, SPARKLING  
GELATINE

Each package is divided into two envelopes, and makes two full quarts. Also contains an envelope of Pink Color for making fancy desserts.

Send for the KNOX Recipe Book

"Delicious Desserts for Dainty People" containing recipes for Desserts, Salads, Puddings, Ices, Tea, Coffee and Cakes, illustrated in colors.

FREE for your grocer's name

Put sample for it stamp and your grocer's name.

CHARLES B. KNOX CO., 300 Kane Ave., Johnstown, N. Y.



# THE GROCERY MARKETS

## Tea.

The tea market is unchanged for the week and still inclined to be dull, although there is business doing every day. Holders are not making any great pressure to sell, but are willing to make concessions here and there for the sake of business.

## Coffee

The coffee market has fluctuated considerably during the week, both upward and downward. First a heavy break in Rio and Santos occurred, followed by recovery of part but not all. The market is still weak rather than steady or strong, and nobody seems to have much confidence that even lower prices are not coming. The only strong feature of the present situation is that the primary markets in Brazil have not weakened. The demand for Rio and Santos coffee is light. Mild grades are also weak in sympathy with the general situation; demand fair. Mocha and Java are unchanged and quiet, but private estate Javas are getting scarce.

## Sugar.

The sugar market is unchanged. Raws show some sensitive little movements, but there has been no radical change during the week. Refined sugar is unchanged for the week on the basis of 4.30 for granulated. The demand is fair.

## Syrup and Molasses.

Glucose shows no change. Compound syrup is dull on account of the warm weather and the advent of some of the spring fruits; prices unchanged. Sugar syrup is dull and unchanged. Molasses quiet and dull.

## Fish.

The market for mackerel has stiffened up slightly during the week and some holders are asking possibly 50 cents per barrel more. The demand is very moderate. Codfish is steady but in light demand. Imported sardines scarce, particularly the French, and high. Domestic sardines quiet and unchanged. Medium red salmon on spot is very weak, and some holders have offered it at as much as 35 cents per dozen loss. There is no particular demand at the moment and the situation is generally dull

and easy. Prices of red Alaska salmon are also in buyers' favor. Some packers of sockeye salmon are trying to interest the trade in future goods at somewhat less than last year, but the larger packers have made no effort to name prices as yet.

## Canned Goods.

Tomatoes are quiet, but prices are rather remarkably maintained. No change has occurred either future or spot. Corn and peas also show no change and dull demand. The outlook for the coming pea pack is heavy. The sellers of seed have delivered 100 per cent. for the first time in several seasons, and if acreage is provided for all this, and it grows and is packed, there will probably be a smashing pack. All future peas have been sold so far at a high price. Spot standard grades are cheap and in buyers' favor. Corn, spot and future, is unchanged. Apples seem to be rather more wanted; prices unchanged. California canned goods dull in first hands and unchanged. Small Eastern staple canned goods are also in seasonable demand and unchanged with the exception of spinach, the spring pack of which is being quoted at 90 cents in a large way, instead of \$1 a year ago.

## Dried Fruits.

Prunes are unchanged, and excepting 40s, are dull. Fortys are scarce and wanted, and the available supply has been pretty well cleaned up. Peaches are in fair demand at steady to firm prices. Apricots moderately active at ruling figures. Raisins dull and prices in buyers' favor. Currants quiet and unchanged.

## Beans and Peas.

Domestic pea beans are unchanged on spot, but to come forward there are quotations as low as \$2.06 to \$2.11 in a large way. Good stock on spot brings \$2.25 to \$2.30. Marrows are unchanged and in fair demand; there is considerable poor stock about which is selling about 15 cents below the market. California limas are unchanged, as are green and Scotch peas.

## Butter.

The receipts of butter are very light, and the market is firm.

Prices are about unchanged. Storage butter is about exhausted, and the trade are looking mostly to fresh receipts. No relief from the present scarcity can be expected for a few weeks.

## Eggs.

The receipts of fresh eggs continue fairly liberal and the market is steady at unchanged prices. The quality arriving is very fancy, and everything that comes in is being absorbed by the active consumptive demand. Prices on fresh eggs are lower than for some years, but if the outlook for continued good production pans out, there may be even further declines in the course of a week or two. Storage eggs have gotten to where they practically don't figure.

## Cheese.

The cheese market is barely steady at unchanged prices, and with a poor consumptive demand. Prices are still very high, which no doubt causes the poor demand. Under grades are more plentiful and are selling considerably below the price of fancy cheese. If any change occurs it is likely to be a slight decline.

## Provisions.

All smoked meats have been active during the week, and the market is firm at  $\frac{1}{2}$  cent advance. Stocks are reported only moderate, and the extra Easter demand has caused the shortage. The consumptive demand after the Easter holidays is likely to fall off and this may stop further advances. Pure lard is steady and unchanged, with a good consumptive demand. Compound lard is barely steady and with only a moderate demand. Prices are unchanged. Canned meats, dried beef and barreled pork are all unchanged.

## INDIVIDUAL MARKET REPORTS.

### Imported Fish Specialties.

Holland herring and Scotch herring are rather neglected and a hand-to-mouth business is being done in these lines.

Norway herring are in good demand, and real fat herring are practically out of the market.

Mackerel of all kinds are in poor demand and trade dull.

Sardines continue in excellent demand, but unfortunately there

are no supplies. Of French sardines, very little is to be had. Of Portuguese sardines, the stocks are clearing readily. The boneless are very scarce, and only obtainable from second hands. Norway sardines, particularly the cheaper grades, are very scarce, and absolutely unobtainable. The fishing will start again about May 15th.

Irish Mackerel.—Our agent in Ireland reports shipment total for last week 1,514 barrels, bringing the total shipment to date of autumn mackerel to 29,400 barrels.

STROHMEYER & ARPE Co.

New York.

## Spices.

The market is only fairly active during this week. Lower prices have been cabled from abroad on pepper. The market at this writing is some little stronger. There is little being done on futures, owing to the possibility of an import duty on spices.

Black pepper slightly lower. White pepper unchanged and firmer. It is also reported the indications are that the crops of 1913 are likely to be smaller than during last year.

Red peppers are steady and unchanged. Demand fair.

Cloves very steady here and foreign markets are firmer. Higher prices are probable, owing to the limited stocks.

Pimento (Allspice) steady and with fair inquiry. Trading during the week has been small.

Mace in big demand at very steady and firm prices. Spot stocks are exceedingly small.

Nutmegs in fair demand at steady prices.

Cassias.—Saigon is reported scarce and firm; Batavia unchanged; China grades very steady and in fair demand.

Gingers fairly steady, without any special features to report.

Tapiocas unchanged; demand very good.

Paprikas.—Hungarian steady and unchanged; Spanish firm and in good demand.

Seeds, Herbs, Etc.—Caraway and poppy are slightly easier. Celery has advanced during the week and some predict a 60-cent market.

McCORMICK & Co., Inc.

Baltimore, Md.

## MARKET NOTES.

Florida grapefruit are very slow and prices are low—\$2 to \$3.

Florida oranges are still high on account of scarcity due to the ending of the season. Fancy oranges



mand \$4.50 per box, and from  
re the price graduates down to  
75. The demand is good.

Florida strawberries are poor—  
to 22 cents per quart. Good  
it is in demand.

New Bermuda potatoes are a  
le stiffer, owing to scarcity and  
ter demand. Prices range from  
50 to \$7 per barrel.

Florida peas are still scarce and  
gh—\$5 per package.

Florida peppers are moving  
oderately—\$2 to \$2.25 per crate.

Good cucumbers are coming  
on Florida at \$4.50 to \$5.50 for  
od to fancy stock. The demand  
active.

Florida tomatoes are still com-  
g rather poor, and the market  
nges from \$1 to \$1.75. Good  
atoes are wanted.

Charleston asparagus is showing  
creased supply and the range is  
to 50 cents per bunch. The de-  
and is good.

Rhubarb ranges from 30 to 60  
nts, this including both Michigan  
d Long Island stock. The de-  
and is good.

Eggplants from Florida are  
2.25 to \$2.50 and the demand is  
ood.

#### New Patents and Trade-marks in the Grocery Line.

Messrs. Davis & Davis, Washington  
Patent Attorneys, report, this week, the  
grant of the following patents:—

Washington, D. C., Mar. 18, 1913.  
1,056,048. Coffee machine. C. Nel-  
son, Brooklyn, N. Y. (two patents).  
1,056,146. Crate. H. Brown, Battle  
creek, Mich.  
1,056,166. Rolling bin. A. K. Gilles-  
pie, Kenosha, Wis.

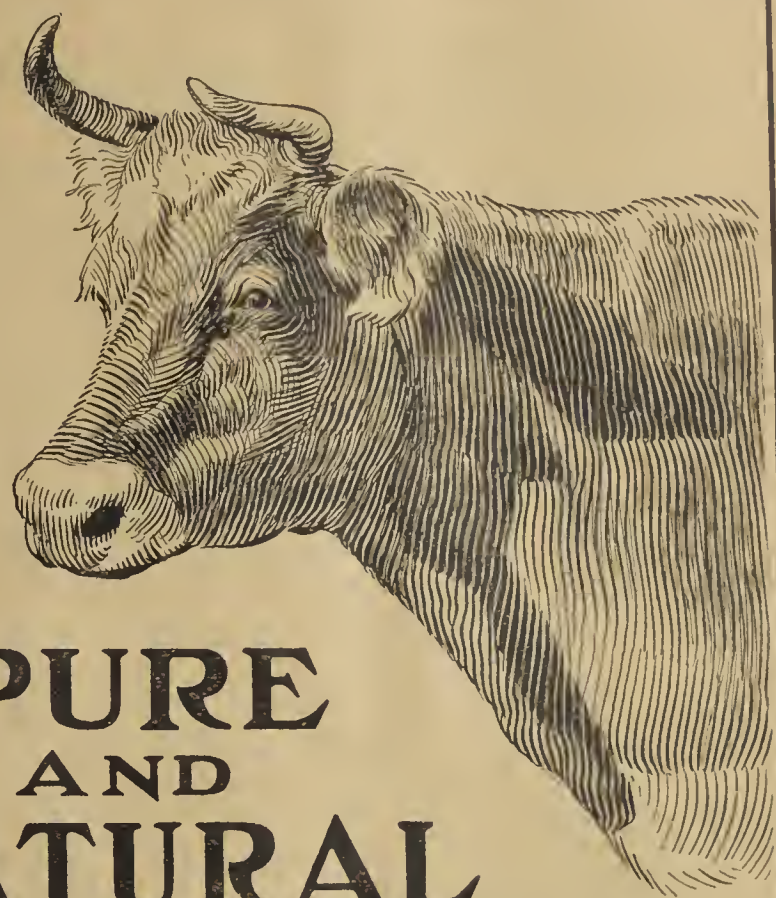
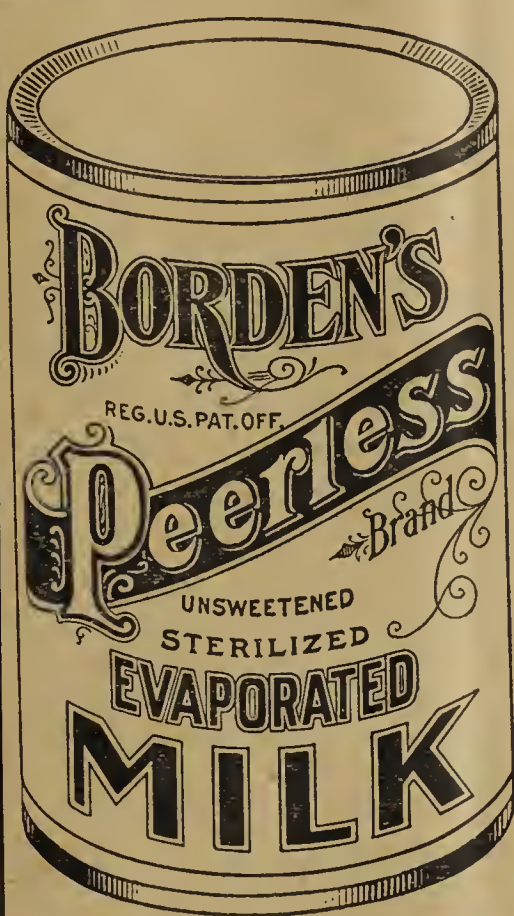
#### THE NEW YORK LETTER

(Continued from page 17.)

N. J., in his 70th year. He was for  
many years a member of Bennett,  
Day & Co.

#### SUMMARIZED MARKET CON- DITIONS.

In some quarters a better in-  
quiry for spot coffee is noted, but  
in general the demand is routine  
and prices are somewhat nominal.  
Evidently the country is not con-  
vinced that the decline has run its  
course. Until the country reaches  
this conclusion conditions are likely  
to continue dull. Brazils are quiet  
and the business at first hands is  
all of a hand-to-mouth kind.



**PURE  
AND  
NATURAL**

## Borden's Peerless Brand Evaporated Milk Is a Steady, Satisfactory Seller at All Seasons

BORDEN'S EVAPORATED MILK will please your customers  
by its natural milk flavor and rich, smooth creaminess. It is made from  
pure milk of the highest grade. The Borden process removes  
nothing from the milk except water, and positively nothing is added.  
BORDEN'S EVAPORATED MILK is used for just as many pur-  
poses as raw milk, and you can be sure of a large and steady sale if  
you will call your customers' attention to it. Our sterilizing process  
insures its keeping qualities, and your customers will be pleased with its  
quality, condition and flavor. Write for sample of our Recipe Book,  
which we'll mail to customers whose names you send us.

## Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857

NEW YORK



#### WHAT TO TELL CUSTOMERS

"We recommend BORDEN'S EVAPORATED MILK because  
we know it is best and purest. We're making special efforts now  
to get all our customers using it in preference to others. Let  
me send Borden's this week."

This is one of the firms the sale of whose products  
helps organize the Pennsylvania Retail Merchants





## Mason's Shoe Dressings

Are the Easiest to Sell Because So Well Known

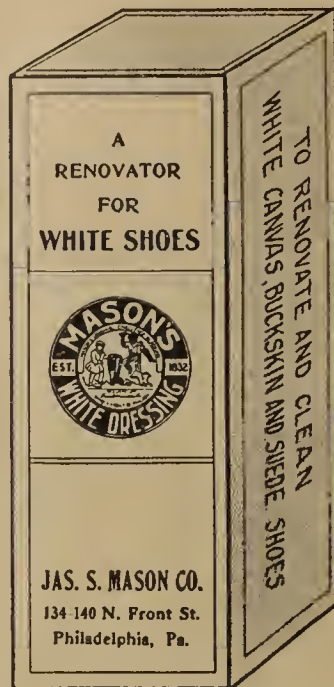
MASON'S WHITE DRESSING for White Shoes is sold all over the world and is used by shoe manufacturers because it is THE BEST.

MASON'S TAN COMBINATION for Tan Shoes is equally well known and good.

Both are made by the manufacturers of the famous MASON'S BLACK SHINE.

Every one of your customers USES shoe dressing and you should sell them this staple line of polishes which pays you over 75 per cent. profit. You can get this trade if you'll handle MASON'S,

because it is the standard line. Cheap, unknown polishes will only stick on your shelves—MASON'S SHOE DRESSINGS AND POLISHES WILL SELL.



## JAS. S. MASON COMPANY

138-140 North Front Street

PHILADELPHIA

### WHAT TO TELL CUSTOMERS

"I'd rather sell you MASON'S SHOE DRESSINGS than any other because I can absolutely guarantee them to give you satisfaction."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



Tell your customers about

## Freihofer's EGG ELBOW MACARONI

FIRST:—It's absolutely PURE, made of best eggs and farina. SECOND:—It's made in a sanitary American factory, where machines do the work instead of human hands. THIRD:—When it's cooked, it's the most delicious, most tender, most wholesome macaroni anyone ever tasted. Tell your customers these facts and get them buying FREIHOFFER'S EGG ELBOW MACARONI; it pays you a good profit and you can depend on steady sales, because its quality is so pleasing.

### Freihofer Baking Company, Philadelphia

#### WHAT TO TELL CUSTOMERS

"FREIHOFFER'S EGG ELBOW MACARONI is so tender, delicious and nourishing, that if you try it on my recommendation, you'll thank me for telling you about it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

A waiting attitude continues in the tea market. On the routine business, prices are steady, covering the list. It would be necessary to make concessions in order to put through any large sales, especially in the cheap lines of black teas. It is believed that there will be no special activity until the new crop movement and possibly until the tariff question takes a more definite turn.

Sugar refiners have been cutting prices during the week. This has been due to the easier tone of raw and the desire to take on some new business. Both new contracts and withdrawals have been light of late. The Federal is now taking order at 4.25 cents for fine granulated and the other refiners are 5 points higher. It is figured that at the bottom figure the margin over raw is only 58 points and that sugar is therefore cheap at present prices.

Little demand for canned tomatoes is reported in this section. It is said that there have been sales of No. 3 Marylands at 77½ cents f. o. b. factory. Brokers say, however, that on offerings at this price the samples, when opened, do not come up to standard. Most of the brokers say that really standard No. 3s are not to be had under 80 cents and some holders are not willing to take less than 82½ cents. There is some activity in cheap corn of fair quality at 50 cents delivered although the sales are all in small lots. Little attention is given to either future corn or future tomatoes and neither is being urged for sale. Spot peas are selling on small orders at concessions in prices. The remainder of the list is quiet. In most lines buyers stand ready to take fair-sized lots if concessions were made broad enough to suit their speculative ideas.

Canned fruits are quiet and the chief business is in peaches. There are decreased offerings of peaches both at first and second hands, it appears, and this is said to be the result of the absorption of supplies by the steady consumption. Small orders are frequent. Prices are getting a trifle firmer. Some demand for canned apricots is reported. Cherries are selling moderately in a jobbing way. Plums are moving slowly. Pineapple is not in much demand, but prices are firm as supplies are said to be no more than the market will readily absorb.



The spot demand for coast raisins is light. The coast advices of bullish kind are not stimulating the local buyers. They seem to feel that they can readily cover their normal requirements at present prices by placing orders at any time within the next few weeks and that the larger packers advance prices the smaller packers are not in a position to do so. Fancy seedling raisins are chiefly desired in the local trade. Large prunes are firm, both for spot and forward delivery, as the demand is chiefly for these sizes. The middle sizes are steady, as stocks are not being urged by the holders, who have firm views. The small sizes continue dull. Spot dried peaches are quiet but steady. The offerings of the finer grades of dried apricots are light and prices firm. Currants have an easy tone. Flour is moving in a routine way only. It is said that there is some improvement in shipping directions on old contracts. Receipts continue light and this is aiding in reducing the burdensome stocks. Quotations are from \$4.50 to \$4.75 on spring wheat patents.

There is a fair demand for butter. The local operators are acting with much caution. About three quarters of the current receipts are probably in prime to fancy fresh creamery at 35 to 36 cents. Grades from 35 cents down are well cleaned up and as a consequence there is quite a firm feeling. Stocks of held creamery are about exhausted and the top grades are bringing from 33 to 34½ cents. There is a fair jobbing demand for the best grades of process butter at 26½ to 28½ cents.

Supplies of eggs are liberal and buying in the wholesale market is cautious. All the markets are well supplied for the Easter trade, which is expected to move large quantities into consumption. Most sales of current receipts, Northern and Western eggs, are within the range of 18 to 19 cents. The best of the nearby eggs bring from 20 to 24 cents. Duck eggs range from 30 to 39 cents.

FRED. A. MCGILL.

#### Washington State Now Has Trading Stamp License Law.

Governor Lister, of the State of Washington, last Thursday signed a bill designed to put trading stamp companies out of business by imposing a license of \$6,000 a year in each county.



**HOUSEHOLD COOKING**



**GRIDDLE CAKES & WAFFLES**



**CANDY MAKING**

# Karo

(REG. U. S. PAT. OFF.)

**USED EVERY DAY  
USED EVERY WAY**

Our extensive advertising has made KARO the biggest selling syrup. It is not only the national favorite as a table syrup because of its purity, fine flavor and high food value, but it is also extensively used in cooking and home candy making. We have shown the KARO can in newspaper, magazine, street car and billboard advertising everywhere, and your customers know it as soon as they see it. Make a good display of KARO and you are sure to have an ever increasing sale to satisfied customers.

## Corn Products Refining Company

**New York**



#### WHAT TO TELL CUSTOMERS

"You'll find **KARO** superior to other syrups or molasses, not only for hot cakes but also for cooking and candy making."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## Bill Introduced in Pennsylvania House Would Compel All Users of Trading Stamps, Coupons, Etc., to Get \$100 License

**All Manner of Coupons are Included and Each Separate Store Must Pay License. Bill Unlikely to Pass. Mercantile Tax Repealer Fails. State Association's Garnishee Bill Gets Left for Want of Sponsor. Various Legislative Notes.**

Special Correspondence of "Grocery World and General Merchant."

Harrisburg, Pa., March 21, 1913.

A radical anti-trading stamp Bill has been introduced in the House and referred to the Committee on Ways and Means. It would compel every merchant using trading stamps, coupons, tickets, cards and all similar devices to take out a license at an expense of \$100. A separate license must be obtained for every store where the stamps, etc., are used. The text of the bill is as follows:—

### AN ACT

Requiring persons, firms and corporations using certain stamps, coupons, tickets, cards or similar or analogous devices in the sale of goods, wares and merchandise to procure a license therefor, regulating the issue of such license and providing a penalty for the violation of this act.

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That it shall be unlawful for any person, firm or corporation, without obtaining a license therefor from the State Treasurer, to use any stamps, coupons, tickets, cards or other similar or analogous devices in the sale of goods, wares and merchandise which said stamps, coupons, tickets or devices shall entitle the purchaser receiving the same to procure from any other person, firm or corporation any goods, wares or merchandise free of charge upon the production of a stated number of said stamps, tickets, coupons, cards or devices.

Sec. 2. No such license shall be issued until the person, firm or corporation applying therefor shall have paid into the Treasury of this Commonwealth the sum of \$100 for each place of business of such applicant. Such license issued as aforesaid shall be valid during the period of one year from the date of the issue thereof.

Sec. 3. One-half of the revenues derived from licenses under this act shall be by the State Treasurer paid to the treasurer of the city, borough, town or township wherein such firm, person or corporation using such stamps, coupons, tickets, cards and devices shall have their principal place of business.

Sec. 4. Any person, firm or corporation that shall violate any of the provisions of this act shall be guilty of a misdemeanor, and upon conviction thereof shall be sentenced to pay a fine of not less than

\$50 nor more than \$100. In default of the payment of such fine such person, or the members of such firm, or the officers and directors of such corporation, as the case may be, shall be sentenced to undergo an imprisonment in the jail of the proper county for a period of not more than thirty days.

Sec. 5. All acts or parts of acts inconsistent with this act are repealed.

This bill, which is House Bill 705, is viewed by many with suspicion, as it bears all the earmarks of that type of proposed legislation which is often introduced in order to attract the attention of large moneyed interests. From all the information available, it has little or no chance of passage, but will be allowed to die in committee.

No more new bills will be introduced, as the time set expired last Monday night.

The mercantile tax law will not be repealed at this session. The matter was taken up in the House last Monday night and failed for want of only three votes. There was considerable discussion before final vote, and the repeal bill made a much better showing than anybody expected. The measure may come up again, but probably will not.

The Pennsylvania Retail Merchants' Association had prepared a bill allowing the garnishment or attachment of wages, but found it impossible to get anybody to introduce it. The time to introduce new bills expired last Monday night, before they found a sponsor, and the measure was therefore left behind. It would have permitted the attachment of 10 per cent. of wages, on debts for necessities of life, contracted after the bill became a law.

A bill is on its way through the Senate (Senate Bill 16) requiring all business places using power to blow a whistle, giving all employ-

ees one minute's warning before starting the machinery. The bill has already passed second reading in the Senate.

The bill prescribing a new standard for distilled and fermented vinegar probably received its quietus in the Senate during the week. It is Senate Bill 256, and came up in the Senate a day or two ago on second reading. On motion of Mr. Beidelman, member of the Committee on Health and Sanitation, who is believed to be rather liberal in his ideas of food laws, its consideration was indefinitely postponed.

The Senate has adopted on first reading the bill "providing payment for overtime worked by employees in mercantile establishments and making it unlawful to compel such employees to do extra service by threat of discharge." If this bill becomes a law it will affect small business establishments, including stores, as well as large.

There was a little squabble last Monday over the bill allowing oleo to be moderately colored yellow. The bill was reported favorably to the Senate by the Health and Sanitation Committee, in spite of the opposition of farmers from all over the State. Just as the measure was to come up for passage, however, the butter interests had it recommended to the Committee on Agriculture, which would undoubtedly have recommended it adversely. Before it could do so, however, the sponsor of the bill had the House reconsider its action.

The cold storage food bill, the full text of which was published two weeks ago, at the time it passed second reading in the House, came up last Tuesday night and passed finally, with only two votes against it. Its fate in the Senate is uncertain, but all signs point to its passage.

The Senate has passed on second reading a bill making it a criminal offense to give, sell or furnish cigarettes or tobacco to any person under the age of eighteen. The penalty is a fine of not less than \$5 nor more than \$25.

The House has passed on second reading a bill requiring a license to be paid by all concerns who conduct a business the whole or greater

part of which consists of the sale of goods represented as from some bankrupt estate, or from some person about to go out of business, or damaged goods. The license fee is \$25 per month if the license is in a township, \$100 to \$200 per month—a city ordinance is to fix the exact amount—in cities and boroughs.

The bill making it necessary for all Philadelphia concerns selling meats, poultry, fish, game and shell fish or preparing same for sale, or storing same, to take out a new license at the beginning of every year, passed the House finally during the week. It now goes to the Senate.

The House has passed finally House Bill 512, making it a misdemeanor to make false statements for the purpose of obtaining credit.

R. C.

### The Value of an International Motor Truck Clearly Shown.

The only reasons that can possibly keep you from purchasing an International Motor truck for your delivery system may as well be put aside at once. If you hesitate because you feel that you might make some expensive mistake while learning how to handle the machine, you can put that idea out of your head forever. The man who sells you an International Motor Truck will teach you to run it, will teach you how to care for it, and will not leave you to handle it yourself until you have convinced him that you are able to do it.

We have yet to hear of the first grocer who bought an International Motor Truck, gave it good care, and then went back to horse and wagon delivery. Thomas Moore, a Chicago grocer, kept a horse and wagon for six weeks after he bought his truck because he was afraid that something might happen to it. After having used the truck over two years he said that he kept his horse and wagon just six weeks longer than he needed to. This is a typical experience.

There is a grocer named Findlay in Madison, Wis., now using three International Motor Trucks, who has gone into the delivery proposition more thoroughly than any other grocer we know. After an experience with high-priced and incompetent help on his first two cars that would have discouraged most men, Mr. Findlay wrote, "At that I can say that I was already getting the cars run at less expense than four horses would cost, and at not more than 60 per cent. of the wages cost of four drivers." When the need arose he bought another International car. Now he has his machines handled according to a schedule, which assures him that necessary work on the cars will be done at the right time, and which has kept his cars going every day since he began to follow it, at a maintenance expense less than he ever had before. His experience and his plan in all its details will be sent to any grocer who is interested enough to write for it.

You can secure catalogues and other information, or you can make arrangements for a demonstration at your own store, if you will address a letter to the International Harvester Co. of America (Inc.), saying that you want these things.—Adv.



# Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s  
Department Food Stores, Dover, N. J.

**About Grading Things and Getting the Price.**—To be a good grocer today you have to be a good grader and a good selector. That's part of the science of our business and part you must surely study. Dumping an original package of goods that is subject to irregularity of size and putting a straight price on it isn't good storekeeping. A thing may be bought to sell at a definite price, but you can make it sell for more.

\*\*\*

**Oranges.**—At this writing, for instance, 176 Florida oranges sell at 50 cents a dozen. But you'll find they vary. You are likely to get 10 or 6 dozen that are as large as 50's and should go in the 35-cent box. So you're 25 or 30 cents to the good. Small thing, but it's good merchandising.

\*\*\*

**Lettuce.**—In a stovepipe basket of lettuce you'll find at least half a dozen different sizes and by the same token you'll get six different buyers. The nicest and most profitable way to sell lettuce is to separate it and mark it off.

\*\*\*

**Sensible Ham Selling.**—The large handsome center slices of boiled ham shouldn't be mixed with the scraggy, grizzly, "both end" pieces. You must make a difference of 10 cents a pound. That works off the "off" slices, gives people what they pay for and you're put down as a "sensible ham seller." All the way through we can grade more or less. You can and you should make two and sometimes three prices on crate eggs that cost you a straight price. Some want them all white shell, some all yellow shell. Some insist on having them mixed. Then you have small, medium and large eggs in your crate. Get the price and get it legitimately.

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**The Word "If."**—Don't see what right the word "if" has in business.

It pre-supposes a doubt. "If" you can. "If" you go. "If" you don't, etc. All as much as to say, maybe you will and maybe you won't—depends on how you feel. There's a big word in our language and it's "lackadaisical". If I remember rightly it means indifference. Slow going. Unresponsiveness. Men of this type have a decided use for the word "if." But fellows in our business or any business who are up to snuff cut out the "ifs" and "ands." When you are asked to do something that looks like a big thing there mustn't be any "ifs" in the carrying of that thing out. Once you admit this word it will surely bring a hundred obstacles. And "if" can't do much to help the fellows that are struggling with that word. "If" mustn't enter into it, boys. It spoils the starting of things. "If" it wasn't for so and so you'd do so and so. When the doing comes your way you'll know it and no "ifs" on top of the earth should enter into it.

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**"Mind Your Own Business."**—Yes, minding your own business is good, still if you have given two eyes and an open mind to things as you've moved along, you've found that poking your nose into what might be called other people's business isn't a bad thing after all. Great things have been accomplished in this country the past 20 years by butting in. Very true, wise people tell you to mind your own business. I never could see it. It isn't good to ignore rules. It isn't policy to assume the authority of others of higher position, but it is good and it is policy to show the weakness of these rules and the foolishness of officials from your standpoint. No man of the right spirit will keep still if he believes that a certain policy is working havoc with his department. That particular policy, you understand, may work out all right in the end, but for the present, from your view, it

## Push Goods Already Favorably Known to the Consumer

**G**OODS that are nationally advertised by their manufacturers are easy to sell. The buyer already knows about them through the advertising. He knows what they are made of, how they are made, under what conditions produced, and the maker's guarantee. These buyers are already favorably predisposed toward advertised goods when a dealer offers them—sales are easy and quick.

The grocers selling National Biscuit Company products know this to be true. It takes no argument to sell them. No time is lost in taking the order. N. B. C. products are sales-makers, time-savers. They are well known because of year after year of advertising. They are liked because of perfect quality.

Sell N. B. C. products in the In-er-seal Trade-Mark packages and familiar glass-front cans.

### NATIONAL BISCUIT COMPANY

is disastrous. Apart from the good or bad results a certain course may bring to your store the fact that you take exception to it in a kindly respectful way shows that you are a man of observation and that you really do more than "mind your own business."

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**As Others See.**—Maybe nature had a reason for making many of us blind to our shortcomings. The other fellow's faults are always so glaring—ours less in sight. But the friend that opens our eyes is a friend indeed. The thing for you to do is to keep your balance. Very likely what he said is right so instead of being insulted be thankful. It isn't every friend that has the courage to tell another his mistakes. Cherish him. Profit by him. And be sensible enough to go right to work and remedy the thing that "others see."

## ASSOCIATION NEWS

### Michigan.

The chief speaker at the State convention of the Michigan Retail Grocers' Association was Fred. Mason, vice-president and general manager of the Shredded Wheat Co. Mr. Mason made the following interesting reminiscences of his early days in the retail business:—

I started at the age of 14 as a grocer's clerk in Superior, Wisconsin, and I remember that one of the first things I had to learn was how to take a piece of wrapping paper, fashion it into a bag and wrap up 7 pounds of dark brown sugar, for which we received a dollar and the customer carried the goods away with him. There was very little credit extended and no goods were delivered. To-day, through evolution and the foresight of American business men, we are refining the best grade of sugar in the world which is sold on a basis that enables the grocer to give 16 pounds for a dollar and he delivers it at this figure.

We used to sell calico in the general store at 14 to 15 cents.



Now we can get a better quality and a wider selection at 6 or 7 cents a yard. Truly it is not the high cost of living that we have to contend with, but rather the cost of high living.

He spoke as follows regarding the jobber:—

If a manufacturer wants national distribution for his product and can get this through the wholesale grocers, he only has to open up 2,500 accounts. If he wanted to sell his goods direct it would be necessary for him to employ 75,000 salesmen, to say nothing of the extra bookkeepers, etc. Under these conditions, isn't he foolish not to do business through the jobber, particularly when the latter will handle the business on a margin of 10 per cent.?

Keep on friendly terms with your best friends, the wholesale grocers of Michigan. If you and the jobbers work together, as you are doing, the consumer will get better goods and better service than they could secure from any other source. You ought to see the conditions which exist in territory where the wholesalers and retailers do not co-operate. Competition in that case results in cheap goods and poor service.

#### Iowa.

The State convention of the Iowa State Retail Merchants' Association will be held at Council Bluffs, Iowa, June 17, 18, 19, 1913. One thousand retailers are expected to attend this convention.

#### A TERRIFIC SMASH AT INEFFICIENCY OF SOME PENNSYLVANIA RETAIL GROCERS' ASSOCIATIONS

(Continued from page 8.)

So that none of those who are going to look with envy upon their colleagues at Warren in August (whose membership has doubled, whose association benefits cost them nothing, whose transportation to the convention is paid, who take back enough money to pay their association expenses for the ensuing year) will have the excuse that they didn't know about the plan, I am going to mail a full and carefully prepared explanation of the entire proposition to every general merchant and every grocer in the State of Pennsylvania, affiliated with the Pennsylvania Retail Merchants' Association, and I sincerely hope that this will result in these merchants saving themselves from the absolutely certain annihilation which awaits them at the hands of some progressive business man.

Do you know that I sent \$3,500 worth of advertising to the "Pennsylvania Merchant" last week? Have you forgotten that you are part owner of this publication? Will that \$3,500 do you any good?

I sent another \$1,000 worth of business to the "Grocers' Review," and \$1,150 worth to "Up-To-Date" last week, making \$5,650 in real money for the merchants of Pennsylvania. Shouldn't the manufacturers who pay this money have at least your attention?

Every week in the "Grocery World and General Merchant" and every month in the other Pennsylvania papers, I am going to tell you some more things you must know if you are to get anywhere. The live ones among you will like it for they know how necessary it is and they will build a monument to me when I am gone. The others don't matter; they couldn't make a dent in a pound of warm butter with an axe.

C. M. WESSELS.

Philadelphia, Pa.,

March 20, 1913.

#### Two Successful New Jersey Co-operative Stores.

Considerable attention has been attracted by two co-operative stores situated in Ridgewood and Montclair in New Jersey. The Montclair co-operative grocery and butcher shop, organized less than a

year ago, has just paid 6 per cent. interest on the money invested and has also paid a 5 per cent. rebate on members' purchases of the year. The shares cost \$10 each. Every stockholder has one vote, irrespective of how many shares he holds. At the last meeting every member holding one share of stock received 6 per cent. on his investment, or 60 cents. If he had purchased, say, \$200 worth of groceries during the year, his rebate, at 5 per cent., of his purchases would be \$10. The shares may be paid for on the installment plan of \$2 down and \$1 a month. There are 314 members and a paid up capital on January 1st of \$8,550 and a business of \$100,000 a year in meats and groceries is being done. The Ridgewood Supply Co. has been organized for nearly three years. There are 116 stockholders. The stock is \$25 a share. At the end of the second year they declared a 6 per cent. dividend on the money invested. They are doing a business of a little more than \$50,000 a year. After dividends are paid they aim to distribute profits back to the members in proportion to the amount of their purchases.

CHICAGO, March 17, 1913.

This is St. Patrick's Day, and an enthusiastic Irishman once claimed that St. Patrick was a bigger man than the Fourth of July. We will not discuss that question here, for National Canned Foods Week begins to look to us like one of the biggest things that was ever "Pulled Off" since John Hancock signed the Declaration of Independence.

We have orders entered that will exhaust all our literature, except some leaflets called "The Low Cost of Good Living" and some "Bulletins" in newspaper form, containing articles by experts for the information of consumers. Orders are still pouring in by mail and wire.

We can buy more silk badges and large posters and pennants from the printers and ship them immediately at 2½c each for silk badges, and 5c for set of one 42 x 28 poster, blue and white, and two 40 x 10 pennants, one red and white and one green and white.

We cannot send any more posters or silk badges except to purchasers, as our contributed subscription fund is all appropriated, and we cannot order any more literature for distribution on our own account.

If you got your order in too late it is not our fault, as we did everything we knew how to get it in early.

### "WHAT TO DO NOW !!!"

Induce every hotel, restaurant and club in your town or vicinity, to print "National Canned Foods Week" on their bills of fare during the first week in April. Thousands have agreed to do this and it is very important.

Try to get your local newspaper to run some of the reading articles we have sent you as news matter during National Canned Foods Week, and put your own advertising in the papers at that time.

Tell your retail grocers to make nice displays of canned foods during the first week in April. We will have advertisements in two hundred and sixteen daily papers and six thousand and eleven weekly papers during that week, and there ought to be something doing in the way of sales.

## The National Canned Foods Week Committee

1517 Masonic Temple, Chicago, Ill.

By J. A. LEE, Managing Director



# ADAMS "NEVER-BURST" PAPER FLOUR SACKS

Preserve  
Flavor

KEEP  
FLOUR  
DRY

Flour packed in Adams "Never-Burst" Paper Flour Sacks costs you less and, therefore, pays you more than the same brand of flour in cotton bags. Order your flour in quarters, eighths and smaller sizes in Adams "Never-Burst" Paper Flour Sacks. These sacks are dust proof, damp proof and odor proof, preserving the cleanliness and purity of the flour. "Never-Burst" Paper is a combination of New Manilla Hemp stock with used rope stock in the right scientific proportions to assure the greatest tensile strength without affecting the pliability of the paper. Cotton bags are unfit for packing flour because they are porous, and dust, odors and dampness easily penetrate them.

Think over this:—When you get your customers using flour packed in Adams "Never-Burst" Paper Flour Sacks they will get better flour and you will make more profit.

Prevent  
Spoilage

PAY  
Grocers  
MORE

MADE ONLY BY  
**The Adams Bag Co.**  
**CLEVELAND, OHIO.**





### Wearing the Shoe so it Won't Pinch.

Ain't there a saying that it makes a heap of difference whose ox is stuck, or something like that? It sure does make a difference in the way you feel about things, whether the thing you're knocking helps you or hurts you. If it helps you you can find a thousand bully good reasons for doing it, but if it hurts you can find just as many just as bully against it.

Ain't that right?

I was talking with a customer of mine up in Wilkes-Barre, Pa., last week. Some fancy goods that I had sold him in February hadn't moved out very well and he said the reason was that some of his trade sent orders to Park & Tilford in New York.

"Some of them buy every week from Finley Acker, too," he said, and then he went on to roast 'em because they didn't stand behind their local stores.

"These people have no more local feeling than nothing at all," he said. "I calculate there's thousands of dollars of local trade goes out of Wilkes-Barre every week," he said. "Most of it goes to New York. We sell the same goods for the same money, counting in the freight, but no, they don't think

they're up to date unless they buy goods in the big cities. I don't know what we're coming to—there used to be more local pride about such things."

Then he began to talk to me about what the jobbers were going to do now that there wasn't any set price on Ivory soap, and by and by I happened to ask him who his regular jobber was.

"Oh, I buy of two or three," he said, and he ran over a couple of big houses in New York and one in Philadelphia.

I started to grin.

"What are you laughing at?" he said.

"What's the matter with the local jobbers?" I said. "Ain't you got some good jobbing houses right here in Wilkes-Barre? Seems to me there ain't any local pride about such things any more."

"But I can do better in New York," he said. "Do you tell me I haven't got a right to buy where I can do the best?"

"Sure you have," I said, "but so have the people that buy of Park & Tilford and Acker that you were kicking about a while ago."

"But they can't do any better," he said.

"How d'ye know they can't?" I said. "They seem to think they can."

Well, he was sure they couldn't, though he didn't say he had gone very far into sizing the two propositions up. We talked about it a little more, but he didn't see at all that the two cases were twins. It was a case of being all right for me to do it if it helps me and hurts you, and all wrong for you to do it if it helps you and hurts me.

I'll bet I could have sat there talking for a week without getting that nail drove home.

It's the same way with this co-operative buying stunt. I've had customers go on something fierce about half a dozen women putting in together and buying a couple of cases of stuff, and then wish in the next breath that somebody would get up a co-operative buying scheme for them so they could cut out the jobber.

It seems a blamed shame that so many things that we go up against, if they're all to the mustard for us, are all to the ipecac for somebody else. Why can't everything be good for everybody or bad for everybody? If I'd made the world I'd have fixed some things different, believe me.

Why only last week another customer of mine went on to me because a jobber wouldn't cut the price of Kellogg's corn flake. "It's a darned trust, that's what it is!" he growled, and two minutes later he told his own clerk to tell a woman to go to hen because he'd phoned in that she could get Kellogg's at nine cents at a department store and she expected him to sell it at the same!

"Darn these women!" he said. "all of 'em expect a storekeeper to give his goods away and pay the rent out of his own pocket!"

I didn't say anything, but I thought a heap. Everybody ought to work on no profit—like me, but anybody who asks me to do it can go to hen. That's the way we all look at it, ain't it?

THE STROLLER.



**\$2,000,000 Paid**  
Waste Paper in Pennsylvania Last Year

How much of it did you get? There is ready money for all your Waste Paper, Pasteboard Boxes, etc., baled.

**THE BUCKEYE PAPER PRESS**

does the work perfectly.

Write for catalog. Dept.

**Buckeye Baler Co.**  
FINDLAY, OHIO



Your customer will like

**MAPLEINE**

Recommend it to them with a money-back guarantee for a "Flavour" that is dainty and different—

Or to make table syrup by adding to white sugar and water.

Order from your jobber

**Frank A. Smith & Co.**  
105 S. Front St.,  
Philadelphia, Pa.

**Crescent Mfg. Co.**  
Seattle, Wash.

### Sell Goods That Sell Themselves

The main reason for selling **Wheatena** is that you can sell it so easily. It is different and distinctive, and if you sell it once you can sell it again.

We have done everything to make **Wheatena** the ideal merchandise from your standpoint. We guarantee it or give the money back, and we make it more carefully than almost any other cereal food made.

The hearts of selected wheat.

**THE WHEATENA CO., Rahway, N. J.**

Member of the American Specialty Manufacturers' Association



### Do Women Say This to You?

"Oh, no, I don't want to bother with it—it spoils too easily."

This is the spoken or unspoken reason hundreds of women have for not using **Rennet** regularly in their homes. All such women will buy **James T. Shinn's Liquid Rennet**, for every bottle is guaranteed. We can safely guarantee it because its making is as scrupulously clean as anything can be.

We also guarantee it to do its work with milk in three to five minutes—that's another point to use with women who haven't been using rennet.

And here is the argument to use with you—**Shinn's Liquid Rennet** pays you 100 per cent. profit.

**Shinn & Kirk, 1400 Spruce St., Philad'a.**





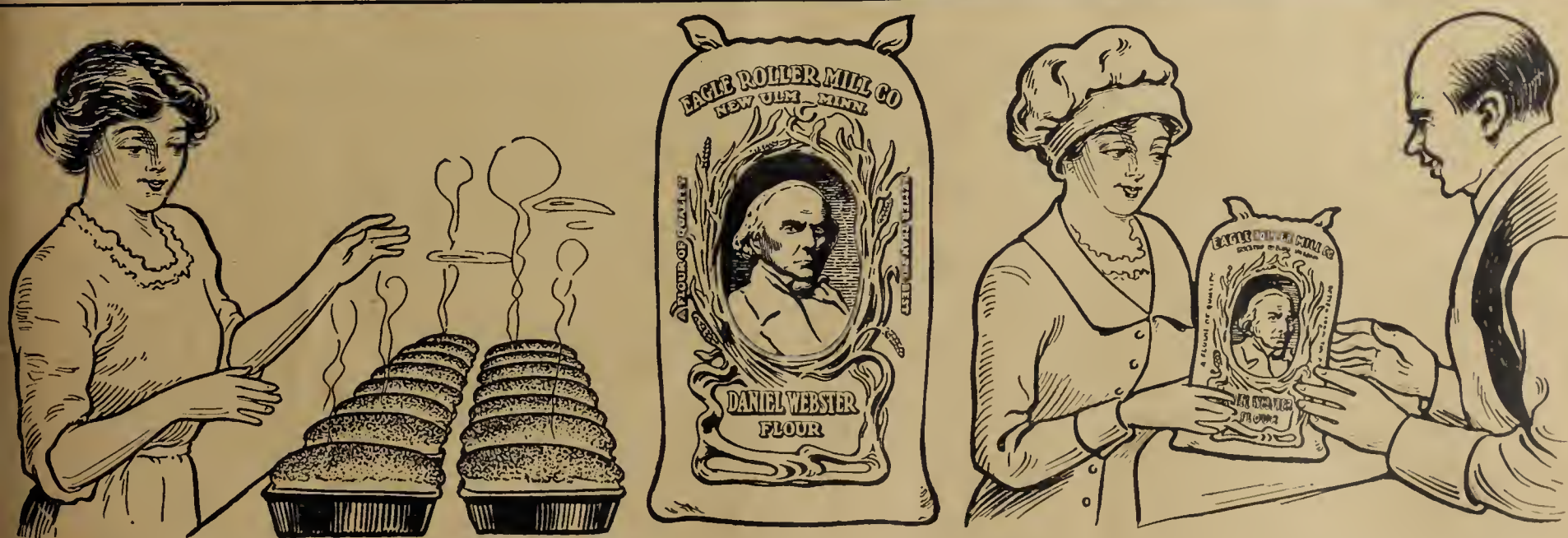
## Franklin Carton Sugars Include All Active Selling Grades

*And are packed in 24, 48 and 60-lb. containers*

FRANKLIN CARTONS save time, prevent loss by overweight, save bags and string. We do the "factory work" of *packaging* the sugar—you do the "store work" of selling it. The saving of time, overweight and string enables you to make a positive profit on sugar instead of a loss. You can sell any grade of sugar your customers want in the convenient, sanitary carton; the capacity of the containers enables you to buy in the most convenient quantities.

**THE FRANKLIN SUGAR REFINING COMPANY, Philadelphia, Pa.**

"Your customers know FRANKLIN CARTON SUGAR means CLEAN SUGAR"

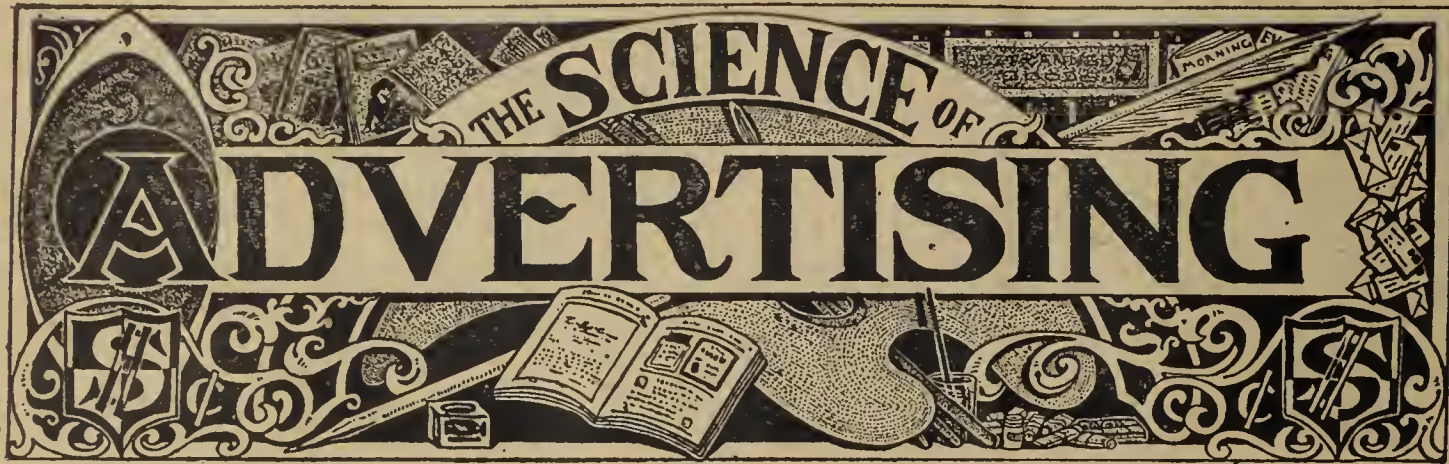


## It's a Pleasure to Sell Daniel Webster Flour

When you offer DANIEL WEBSTER FLOUR to a customer tell her it's better flour than she ever had before; tell her you're proud to sell it; tell her it will make a bigger loaf of bread per quantity used, that the bread will keep fresh longer—tell her that she'll find it a splendid flour for cake and pastry as well as bread. DANIEL WEBSTER FLOUR will back up your strongest recommendations, it has the *baking quality* and the *uniformity* that will please customers and bring them back. Extensive magazine and newspaper advertising has created wide demand for DANIEL WEBSTER FLOUR, and our dealer helps will enable *you* to turn this demand into sales. Write for our proposition to dealers.

**Eagle Roller Mill Company, New Ulm, Minn.**





The Perry Grocery Co., Durham, N. C., send in a copy of their "Perry's Grocery Herald," a well-printed store paper printed in dark in the appearance and class of a piece of advertising matter! The paper has four pages of rather an odd size and shape—6¼ x 11¼

looks peculiar and a little awkward. I should make the page just about 1½ inches shorter.

\*\*\*

I am reproducing the first page heading of this paper, and one of the inside pages, which show its character very well. Both are reduced in size.

\*\*\*

I have already said that I regard this as good printing. I believe there is only one criticism I would make of it typographically, and that is that the type used for the headings of the paragraphs wasn't heavy enough. In some cases heavier type has been used to display some words in the text immediately following, which is a mistake, because the body then overshadows the head. The result of too light type is to give the page a peculiar flat appearance, which is especially noticeable in the Perry Co's advertising. The headlines do not stand out, as they should, and as they would if only slightly heavier type was used. I should also set all price lines in light boldface instead of in body type.

\*\*\*

I am having set here two reproductions of a paragraph from Page 2, side by side, in order to show my ideas as to display. On the left appears as close a facsimile of the original as our printers can make, and on the right is the same paragraph, reset as I think it should be. You can take your choice:—

always as illuminating, however, as it might be. For instance, under "Hot Drinks and Cold," appears this enigmatical sentence: "Prepared by a special process whereby the mineral ingredients of this cocoa are increased 3 per cent." The meaning of this is absolutely dark to me. My vague impression has always been that manufacturers tried to *decrease* rather than increase mineral ingredients, but I may be wrong about that. Whatever it means I haven't the slightest idea, and certainly the average consumer would know no more than I would about it. Care should always be taken in exploiting a somewhat unusual point like this, to see that it is made clear.

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In spite of the chances for improvement in the respects I have noted, this is good advertising and I doubt not got results.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions; upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

**February General Store Failures Show Decrease, Grocery Failures Show Increase.**

The official report of grocery and general store failures continue to follow the trend of the last few months, general store failures for February showing a decrease over February, 1912, and grocery failures showing an increase. The figures are as follows:—

General Store Failures—February, 1913, 170; liabilities, \$1,579,693; February, 1912, 195; liabilities, \$1,556,611.

Grocery Failures—February, 1913, 271; liabilities, \$892,141;

"A GOOD DIGESTION TO YOU ALL"

# PERRY'S GROCERY HERALD

## OF FOOD AND DRINK

VOL. II. DURHAM, N. C., SPRING, 1913 No. 2

green on heavy, rough-faced, and very good paper. What a tremendous difference good paper makes inches, which personally, does not appeal to me as much as a page about an inch shorter would do. It

PERRY'S GROCERY HERALD 3

**IN THE SPRING**—that's now, when a person's appetite is liable to become jaded, and he feels less like eating he'll feel more like drinking.

In that case, too, we are well prepared with the following Healthful Drinks:

**DUFFY'S SPARKLING APPLE JUICE**—(Non-Alcoholic)—Champagne Flavor

Pints .....25c  
Quarts .....50c

**DOYLE'S PINEAPPLE JUICE**

Growing in favor, used as a delicious beverage like grape juice.

Pints .....20c  
Quarts .....35c

**WELCH'S GRAPE JUICE**—National Drink

Needs no praise,

Quarts .....45c  
Pints .....25c

**PURE LEMON JUICE**

Just what the name implies—Pure Filtered Juice of Lemons.

To be used wherever lemons are used. Convenient, and as cheap as lemons are at one-cent each.

**HOT DRINKS AND COLD**

Bendorp's Royal Dutch Cocoa (Amsterdam-Holland), is winning favor in America like our Famous, Chase & Sanborn's Boston Coffees.

Prepared by a special process whereby the mineral ingredients of this cocoa are increased 3 per cent.

Try this Cocoa for cooking in place of cake chocolate. 25c, 40c and 75c cans

**HOT-TEA SEASON IS ON: ICE-TEA SEASON IS COMING**

We are very cautious in selecting our brands, and we never rest till we get the best for yourself and guest. Our brands are:—

American Lady,  
Teyley's and  
Chase & Sanborn's.

We can suit any taste for we have many styles (flavors).

Good Teas are stimulating and healthful, and the highest quality inexpensive compared with other foods and drinks. Boxes 10c to 60c each.

**GOOD LIVING LIST**

Kingan's Daily Sliced Meats  
Washington Daily Bread  
Appalachian Butter  
Hiddenite Graham Foods  
Premier Canned Goods  
Sunbeam Cereals  
Chase & Sanborn's Coffee.  
American Lady Tea  
Bendorp's Dutch Cocoa.

**SWEETS**

**SCHIMMEL'S APPLE BUTTER**

As Pure as the Purest, and about as cheap as any.

Glass-top Stone Jars.....40c  
Two Jars for .....75c

**PURE VA. APPLE JELLY**

Nice every day and Sunday, Summer and Winter.

Tumblers .....10c  
Large Tumblers .....15c  
By the Dozen .....\$1.08  
And .....\$1.62

**ORANGE MARMALADE**

The Imported kind and Domestic—both good, one is better.

Stone jars 30c—2 for 55c.  
Glass jars 25c—2 for 45c.

**EVAPORATED FRUITS**

Large Prunes—Bulk.....12½c  
Packages .....15c  
Best Large Peaches.....12½c

(Soak these and try them for pies or use them like Fresh Peaches for Preserves.)

Nice Apricots .....17½c  
Evaporated Apples .....15c  
Whole Evaporated Apples .....20c

**DESSERT (CANNED) FRUITS**

Excellent California Peaches .....20c  
The Finest .....25c  
Also Apricots, Cherries, Pears.

Try our Peeled Peaches—2 for.....25c  
Sugar Loaf Pineapple—Grated, Sliced and Chunks. With this it's easy to make many nice desserts, and most people like it.—15, 20, 25 and 35-cent cans.

**PIE GOODS**—Everybody Likes Good Old Pies.

(Unpeeled) Peaches, Can.....10c  
Golden Pumpkin .....10c  
Sliced Apples .....10c  
Or one of each (3) for.....25c  
Sweet Potatoes, Can.....11c  
Huckleberries .....12½c

(ORIGINAL)	(IMPROVED)
<b>BAKED BEANS</b>	
More Baked Beans are consumed today than ever before. The quality is higher than ever, and the price lower.	
Sunbeam or Vancamp's No. 2. . . 15c	Sunbeam or Van Camp's No. 2 . . 15c
Two Cans . . . . . 25c	Two cans . . . . . 25c
Three Cans . . . . . 35c	Three cans . . . . . 35c
Twelve Cans . . . . . \$1.35	Twelve cans . . . . . \$1.35

So much for the typographical end of this paper. The text shows that it was carefully prepared, and for the most part is good, Not February, 1912, 243; liabilities, \$1,021,402. Here, while the number of failures increases the liabilities decreased.





## Waste No More Time Nor Trade

¶ Nobody can find any better butter than **Gurnse**, and hunting for butter as good will cost you time and money—and may cost you trade.

¶ Why not stock **Gurnse** now and get the benefit of the strongest and most sweeping guarantee ever given for butter? The only money-back guarantee of quality ever given for butter, so far as we know.

¶ **Gurnse** butter is the finest dairy butter made and runs absolutely uniform from one year to another. Wrapped in brine-dipped parchment and sealed in cartons.

Packed in 20, 30 and 50-pound boxes — pounds and half pounds — 43 cents  
Prices subject to market changes.

**P. F. BROWN & CO.** 39-41-43 SOUTH FRONT STREET  
PHILADELPHIA, PA.

"Hums, the ancient Emesa, which has a varied and interesting history, to-day gains its living as a market for the large Bedouin tribes of the adjacent country. The bazaars remind one quite a good deal of Damascus, as one wanders through them, seeing here a man working a primitive hand loom, on which he turns out bright fabrics for which Hums is noted, and there a small spice shop, and again a dyer, with hands stained dark with indigo, hanging up his wet cloths in the street.

"When we had lost ourselves in these strange surroundings, which seemed to place civilization at a remote distance, our eyes were struck by a placard, on which appeared in bold English 'Use Fels-Naptha Soap.'"

—Article "From Jerusalem to Aleppo"  
by JOHN D. WHITING (page 102),  
"The National Geographic Magazine,"  
January, 1913.

## No Charge for This Salesman

The man who contends that window displays won't sell goods is fearfully mistaken. Probably his experience has been with the wrong sort of displays.

Window displays will sell even so conventional a staple as coffee, But they must be distinctive, which very few coffee displays are.

**Private Estate Coffee** will allow such a display, for it is packed in one-pound burlap bags, totally unlike everything else on the market. A window of these, with a placard saying that **Private Estate Coffee** is also different

because it is largely Mexican, will make sales as sure as fate.

Also packed in one and three-pound tins. Price to you 28 cents.

**Private Estate Coffee Company**

Successors to F. A. CAUCHOIS & CO.

21-23-25 FULTON STREET

FULTON MILLS

New York



GROCERS ALL OVER THE UNITED STATES ARE  
GOING TO ASSIST IN OBSERVING

## California Raisin Day

WEDNESDAY, APRIL 30th

## 5,000 Names are Wanted

Are you going to accept this offer of assistance of building up a demand for raisins in your city?

A National campaign of advertising is being carried on to increase the use of California raisins. A plan of attracting attention to your store has been perfected and it will be sent to you absolutely FREE.

Beautiful pennants, window cards, posters, raisin recipes, stickers, etc.. will be included, together with suggestions for their use. A campaign of advertising has also been prepared.

Be sure that you have plenty of raisins on hand to supply the demand that will be created. This plan is more elaborate than in former years and is sure to get you gratifying results.

WRITE IMMEDIATELY FOR FREE PLAN

**California Raisin Day Committee**

FRESNO, CAL.

E. A. BERG, Director of Publicity





A Lunch Display.

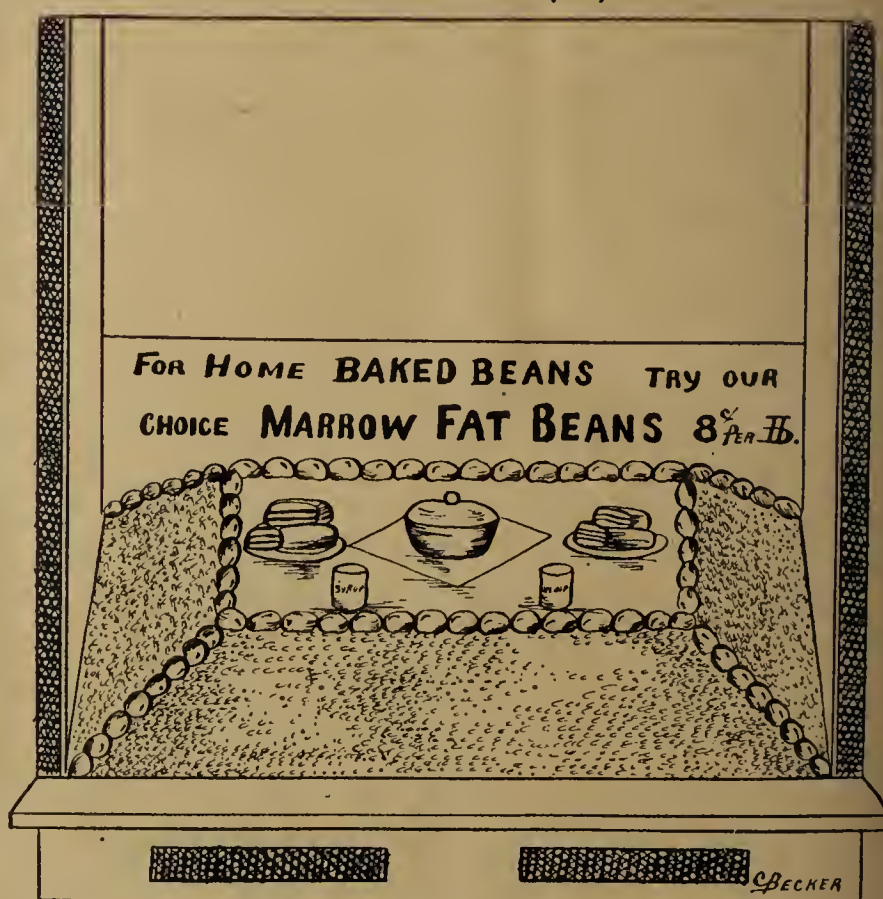


Two neat and attractive windows to make use of after Lent.

The display of articles such as are generally used for sandwiches is arranged as follows: First make a low platform as large as the window and from the edge of this make a slant of boards to the bottom of the glass in front. Letter a piece of white crepe paper as illustrated and place it on the slant across the front of the window. Now cover the top or platform with white crepe paper. Along the front display cheese, such as pineapple, Dutch, snappy, club and hand cheese. Place a fresh, ripe tomato between them. Back of these, on platters, place a nice dressed chicken and a boiled ham. On plates display veal loaf, tongue and summer bologna. At the rear place some choice stalks of celery in the centre and one stalk in each corner. Between them

place a head of lettuce and some fresh onions. Across the rear place some of the white crepe paper for a background.

Baked Beans Display.



The bean display is arranged as follows: First place a very large flat box in the centre of the window at the rear. Make a slant of boards from the edges of it to the bottom of the window. Cover the three slants with choice marrowfat beans. Cover the top or platform with white crepe paper. In the centre, on a napkin, place a covered dish or bean pot. At each side, on plates, place some fine bacon, and a little towards the front place two cans of syrup. Around the edge of the platform, on top and on the slant, place fresh, ripe tomatoes. Letter a strip of white muslin or crepe paper and place across the window at the rear.

#### Criminal Indictments Mark End of Barr & Widen Collection Agency.

True bills of indictment against fourteen men charged with participation in alleged frauds of the Barr & Widen Mercantile Agency were returned during the week by the Federal Grand Jury. The alleged frauds charged by the Government are said to aggregate several million dollars. Many large corporations in Chicago and other cities are said to have been defrauded. Those indicted are: Abram H.

Preeman, Frederick L. Wendler, Charles F. Day, Joseph B. Finkleman, alias J. B. Fink; James T. Minehart, Robert B. Pender, Joseph C. Stevens, Arthur W. Parks, William W. Fellers, John D. Kaiser, Frederick V. Cordon, J. H. Worman, A. P. Cook and W. B. Sugg. One of the heads of the concern committed suicide in St. Louis shortly after the Government's agents began their investigation. The Government charges

that the company represented itself as being able to discover concealed assets and silent partners of bankrupt companies. In addition to this it did a regular collection agency business.

#### The Resolutions of a Clerk.

That I will be at my appointed place on time every morning, and remain at my work until the end of the closing hour.

That I will concentrate upon my duties in the order of their importance, disposing of each, whenever possible, before attending to the next one.

That whenever there is extra work which needs attention, I will do it cheerfully.

That I will be extremely careful about every detail of the daily routine.

That every minute of the day I will give to my employer the best that is in me.

That I will be polite and obliging to customers, no matter how uncivil or overbearing they may be.

That I will always do the right thing because it is the only thing I should do—not merely with a view to ultimate reward.

That after I have deposited the correct amount in the cash register, I will remember to put the customer's receipt in the package.—Adv.



Published every  
Monday.

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State of the Union  
and Canada.

AND

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Entered at the Philadelphia Post-Office as Second-class Matter.

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## Bureau of Health Forced to Withdraw Glass Case Food Order Against Small Marketmen After Failure to Enforce it Against Gimbel Brothers

**Ruling Requiring Meats, Poultry, etc., to be Kept Under Glass Cases, Enforced Against Small Dealers But Not Against Gimbel Brothers, the Largest Offenders. Apparent Gross Favoritism. Counsel for Market Tenants Complains to Mayor and Bureau, Ordered to Explain, Rescinds Order.**

Almost every Philadelphia retail dealer in meats, fish, game, poultry, etc., which are placed by the law under the supervision of the Bureau of Health, will agree that the Bureau, and its inspectors and employees, constitute one of the most arbitrary municipal bodies in existence. Under the general power given the Bureau to make such rules and regulations as are necessary for the protection of the public health, the Bureau issues all sorts of orders, fair and unfair, and sometimes showing gross favoritism. Of course the victims can appeal to the courts, but while they are preparing to do it the Bureau has revoked their license to sell fish, meats, poultry, etc., and usually they conclude that the best thing is to go along and obey the ruling, whether it has any warrant of law or not.

The entire trade will be interested in some correspondence which appears below, showing the difficulty which the tenants in the Fortieth Street Market, Fortieth and Market streets, Philadelphia, had to secure just and impartial treatment from the Bureau of Health. It should be explained that in Philadelphia the enforcement of all laws regarding the sanitary keeping, preparing and selling of meats, fish, game, poultry, etc., is in the hands of the Department of Health and Charities, of which the Bureau of Health is a subordinate division.

The following letter to the Mayor, written by counsel for the tenants in the market house referred to, explains the case very thoroughly:—

March 12, 1913.

Hon. Rudolph Blankenburg, Mayor,  
City Hall,  
Philadelphia.

My Dear Sir:—I appeal to you to right the action by the Bureau of Health, which I assert is an injustice either upon certain clients of

mine—small business men unable to strenuously defend—or upon the general public.

On October 11, 1912, the Bureau of Health served upon the tenants of the Fortieth Street Market, Fortieth and Market Streets, the following notice: "Within ten days of the date of service of this notice you will please keep all meats, fish or poultry in glass case or ice box." This was not dictated by any statute, but was a Department ruling, done under the alleged authority of a general enabling statute.

The tenants in question are small men, and after they convinced me that the enforcement of the ruling would seriously impair their business, I presented the facts to John G. Vogleson, Chief of the Bureau.

The ruling promised to impair their business because it would greatly reduce the amount of merchandise they could handle in the available time, and thus make it necessary either to sacrifice some business or hire more help. The ruling also involved an expense of something like \$50 for new appliances, which they could ill spare.

The matter was argued and heard before the Bureau Chief. It appeared that the ruling was based upon the contention that in any public market place or large store through which a considerable number of persons walk, dust, which may contain germs, arises and settles on exposed food. Evidence was presented that the market could be sprinkled and swept several times each day, two of the Bureau's own physicians admitting to Mr. Vogleson that this would without doubt greatly reduce the dust and the danger. I asked that this be tried before the more radical ruling be enforced, but was refused.

Before the Bureau Chief I also produced evidence that the tenants in several other public markets had received no notice of the ruling and that same was not being enforced against them. I also showed that several large grocers, notably Gimbel Bros.' delicatessen store—which is a thoroughfare between Chestnut and Market streets—were also exposing large quantities of food—and much worse, *cooked* food—to the dust of people's feet, and argued that the ruling had no more fairness or validity if applied to part of the people subject to it than a statute would have under the same conditions.

The Bureau officials admitted to me in the presence of witnesses that the other markets, and Gimbel Bros. and others, were as much subject to the ruling as the tenants of the Fortieth Street Market, and that it would be enforced against them as soon as the Bureau could get around to it. I need only suggest that if all places cannot be

covered at once, the beginning should be made at the large central places, which are doubtless doing the most harm, and further, that it would seem practically as easy to serve a hundred notices of the ruling as to serve five.

Dr. Muir, Chief Inspector, when I again pressed him later about why the ruling, if so important to the public health, was not being enforced against Gimbel Bros., replied that the manager of the Gimbel Bros.' department "had promised him" that he would obey the ruling now very soon. That has been about three months ago, and Gimbel Bros. have not yet been compelled to obey this regulation, which it was so necessary to enforce against smaller and less important offenders. Meanwhile some of the Fortieth Street tenants who failed to comply had their licenses to sell meats, etc., revoked by the Bureau, thus putting them out of business. Naturally, at whatever cost, they had to come in and obey the ruling, despite unfairness.

I submit to you:—

First.—That if this ruling is not sufficiently necessary to the public health as to warrant its enforcement against the large offenders against it, then its enforcement against small offenders, through the arbitrary medium of revoked licenses, was an outrage upon such small offenders; or

Second.—If the ruling is necessary in the interests of public health, then the failure to enforce it against the largest and most important offenders against it, is an outrage upon the general public.

With assurances of esteem, I remain,

Yours very truly,  
ELTON J. BUCKLEY.

The Mayor took immediate interest, and referred the communication to the Health Department with instructions to report as to the apparent discrimination in enforcing the ruling referred to. The Health Department then of its own motion reopened the matter with counsel for the market tenants, writing a vague and indefinite letter to the effect that the Bureau was revising some of its rulings and all merchants subject to them would receive notice in due time. Since this meant nothing, counsel for the tenants demanded a specific statement as to whether the tenants in the Fortieth Street Market were obliged, under the circumstances of the case, to obey the ruling requiring to keep all their goods in glass cases. The demand brought an answer which would seem to settle the question:—

18th March, 1913.

Elton J. Buckley, Esq.,  
Land Title Building,  
Philadelphia, Pa.

Dear Sir:—As I have told you already, we are considering the revision of the health rules as they apply to market houses. Pending such revision, we are not enforcing the rule announced to your clients last fall, requiring them to keep under glass or in ice boxes all meats, fish or poultry. If this rule is retained in the revision about to be promulgated, due notice will be

given your clients, permitting them to comply with it before any prosecutions are made.

Very truly yours,

A. M. WILSON,  
Assistant Director Department of  
Health and Charities.

### New Pennsylvania Food Law Reported Out—Forbids Benzoate.

**Permits Use of Sulphur Dioxide, Alum in Baking Powder and Seven Coal Tar Dyes in Candy. Retailer's Guarantee Clause Also Remains. Cold Storage Bill Ready to Pass Senate. Other Legislative Notes.**

Special Correspondence of "Grocery World and General Merchant."

Harrisburg, Pa.,

March 28, 1913.

The new general food bill was reported to the Senate on Wednesday by the Health and Sanitation Committee. The committee had not been able to agree upon the bill, in spite of the fact that various amendments really made it a compromise measure. The committee's vote stood 7 for the bill as presented to 4 against.

The bill prohibits the use of benzoate of soda in any food product, which was a surprise, as a different report was expected. It allows, however, the use of sulphur dioxide in dried fruits and molasses in the proportion of 500 parts to 1,000,000. This is considerably less than the present law allows. The guarantee clause stays in, greatly to the relief of the retail trade. Alum can be used in baking powder but not in pickles. The seven coal-tar dyes approved by the Government can be used in candy. The provision requiring the printing of the net weight on the label remains in the bill, but with reasonable variations for shrinkage, etc.

The cold storage bill, which as reported has passed the House, and been printed in full in this correspondence, has been favorably reported by the Senate Committee, and will doubtless pass. When the bill came up in the House on final passage, the chairman of the committee which recommended its passage, made the following statement as to what the bill was expected to accomplish:—

**ELTON J. BUCKLEY**

Editor "Grocery World and General Merchant"

**Attorney and Counselor at Law**

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609  
Keystone, Race 746



Mr. Speaker, the bill which is now before the House for consideration is known as the cold storage bill. It is the result of the combined efforts of the members of the Committee on Public Health and Sanitation. There were before the Committee some four or five bills dealing with this subject matter. The present bill now up for consideration contains all of the better provisions of those bills. It is a regulating measure and not a prohibitory measure. It is one which the committee has deemed to be fair to those engaged in the cold storage business and at the same time affords a protection to the public. It contains provisions which provide that cold storage plants shall be licensed and kept in a sanitary condition and also regulates the time in which foodstuffs can remain in cold storage. The time limit as expressed in Section 16 of this act is the lowest possible limit that can be put upon the storage of foods so as not to work a hardship upon those engaged in the business and at the same time render it next to impossible for manipulators in the necessities of life to so control those foodstuffs and manipulate the market and sell them at outrageous prices to the public. It also provides a guarantee that these cold storage goods sold to the public shall be wholesome and the public shall have knowledge of the exact length of time which they remained in cold storage.

The committee considered this bill one of the most important bills which has come before this House for its consideration. Those of us in this Commonwealth who can afford to pay fancy prices in all seasons of the year for all foodstuffs which we desire are not affected by this bill, but this bill does materially affect the poor man and the wage earner in this Commonwealth. This guarantees to him that he is getting what he is paying for and that he is getting it at a reasonable price, and will prevent in so far as it is possible to prevent in legislation of this kind, manipulation of the market by gamblers in the necessities of life, so that fair prices can be had in favor of those engaged in the business and a reasonable price demanded by the consumers of this Commonwealth for these necessities of life.

The House Labor and Industry Committee, to which was referred the Pennsylvania Retail Merchants' Association's bill allowing the attachment of wages for debt—which got in at the last minute—has set Wednesday, April 9th, for a hearing. The bill is House Pink Bill 1,614. The committee sentiment is strongly against the bill. The labor lobby is opposing the bill.

This is the House Committee on Labor and Industry: Daniel A. Maile, chairman, Pittsburgh; Edward H. Fahey, Philadelphia; Josiah Howard, Emporium; Ollie M. Letzkus, Pittsburgh; George T. Conrade, Philadelphia; John E. Arthur, Philadelphia; William S. Bigger, Pittsburgh; Charles N. Isler, Pittsburgh; T. Henry Walnut, Philadelphia; John H. Young, Sharpsburg; Joseph B. Martin, Middleton; John McClintock, Phil-

# Used in Dozens of Dishes



## Borden's Peerless Brand Evaporated Milk Has a Big Sale for Cooking Purposes

BORDEN'S EVAPORATED MILK is not only used for tea, coffee and cereals at the table, but many delicious dishes can be made from it. It is better than raw milk for many dishes, because it is so rich and creamy. Encourage your customers to bake cakes, cookies, doughnuts, to make soups, pies and croquettes with BORDEN'S EVAPORATED MILK. They will be pleased with its flavor and quality and will become steady purchasers, thus increasing your sales. All your customers buy milk and YOU ought to sell it to them; you can if you try. BORDEN'S EVAPORATED MILK is made by the most modern process—only the water is taken out of the milk and absolutely nothing is put into it. Our constant advertising and established reputation makes BORDEN'S EVAPORATED MILK easy to sell.

## Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857

NEW YORK



### WHAT TO TELL CUSTOMERS

"You can always depend on BORDEN'S EVAPORATED MILK because it is made from the richest cow's milk by a sanitary process that preserves all its food value and creamy richness. Try it this week."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



adelphia; Hugh B. Piper, Philadelphia; James A. Dunn, Philadelphia; Frank J. McAllister, Arnold; A. W. Mitchell, Erie; William W. Lenker, Williamstown; Alexander Monrow, Catasauqua; Christ. Becker, Tamaqua; J. J. Campbell, Philadelphia; Jesse D. Foster, Newton; Miles B. Kitts, Erie; Henry E. Lanius, Spring Grove; Peter Murphy, Ashley; and Jacob W. Smith, Mauch Chunk.

The bill to repeal the mercantile tax law had another chance last Monday, when one of its friends brought it up again in the House, but it again failed on final passage and this ends its chances at the present session. When the bill came up the chief argument for its passage and the repeal of the tax law, was made by Mr. Martin, of Dauphin County. His points were these:—

This mercantile tax, too, is inequitable.

First.—Because the retail merchant pays double the tax that is paid by the wholesaler; in fact, it is estimated that the retail merchant pays three-fourths of the whole amount of taxes collected.

Second.—Because it falls most heavy upon the merchant whose business is smallest.

Third.—Because the self-assessment system or feature is acknowledged to be radically wrong, so far as a system of taxation is concerned.

Fourth.—Because it is a tax that apparently places a premium upon dishonesty and invites perjury among the less conscientious merchants.

Fifth.—Because it exempts manufacturing plants and machinery from taxation, while the merchant is taxed.

Sixth.—If a merchant wishes or seeks the privilege of incorporating his business, he is doubly taxed.

Seventh.—Because it has been ascertained that favoritism is practiced, or at least has been heretofore.

Eighth.—Mail order houses from other States do an extensive business in our State, without paying one cent of tax. The merchant is everybody's servant, and this tax through the merchant affects every member of a community, more or less, and finally becomes a tax upon the consumer also.

The House has passed finally the bill requiring the payment of a license by dealers whose business mostly consists of selling bankrupt stock, damaged goods, etc. There was only one nay. The bill now goes to the Senate. It is of course aimed at itinerant dealers who set up competition with regularly established merchants.

R. C.

Florida salad is higher on account of scarcity. The range is \$3 to \$3.50.

## Most Radical Canned Goods Dating Bill on Record Slipped in New Jersey Legislature at the Last Minute

**Would Require Year Cans Are Filled to be Stamped in Tin and Imposes Fine Up to \$1,000. Canning and Grocery Interests Unite to Oppose It.**

The canning and grocery interests of this section, in fact of all sections that sell canned goods in New Jersey, have been deeply disturbed during the past week by a bill that was suddenly introduced in the New Jersey Assembly, and which is said by many to be a pinch bill, introduced at the last minute—for the New Jersey Assembly is supposed to adjourn next Thursday—in order to catch the affected interests in a tight place. The bill in question is the most radical canned goods dating bill which so far as the writer knows has ever been introduced in any State. Its text is as follows:—

### AN ACT

To regulate and control the sale of canned or packed food products in this State, and to provide for the punishment for the violation thereof.

Be it enacted by the Senate and General Assembly of the State of New Jersey:—

1. It shall be unlawful for any person, firm or corporation doing business in this State to sell, or offer for sale, within this State, any meat, fish, vegetable, fruit, food or food products preserved in tin or metal cans or any form of package of air-tight construction, unless the tin or metal can or package containing such meat, fish, vegetable, fruit, food or food product shall be stamped by impress plainly visible upon the metal of said tin or metal or can or package, the date upon which said meat, fish, vegetable, fruit, food or food product was packed and placed within said tin or metal can or package.

2. It shall be unlawful for any person, firm or corporation doing business in this State to sell, or offer for sale, within this State, any meat, fish, vegetable, fruit, food or food products packed in glass, unless the can or package containing such meat, fish, vegetable, fruit, food or food product shall bear a label upon which shall be plainly printed in prominent type the date on which said meat, fish, vegetable, fruit, food or food product was packed or placed in said can.

3. Any person, firm or corporation violating any provision of this act shall be deemed guilty of a misdemeanor, and shall be punishable by a fine not exceeding \$1,000, or imprisonment not to exceed one year. The use of a false label shall be a violation of this act.

4. This act to take effect on the first day of December, A. D. 1913.

The most objectionable provision is that requiring the year of packing to be stamped in the metal of the can. This could not be done

after the cans were full, but would have to be done before, and according to the packers, the can manufacturers would have to do it when the cans were ordered and before any packer could tell how many he would be able to fill. This would sometimes send the packer into the 1914 season, for example, with a lot of hold over 1913 cans on his hands. If he threw them away he would make a loss, and if he used them his goods would have a year added to their apparent age.

Besides this, the entire bill is objectionable, for the same reasons urged against every similar bill introduced in other States. As soon as the affected interests got wind of it, they got together, and telegrams flew between the New York headquarters of the National Wholesale Grocers' Association, and the Belair, Md., headquarters of the National Canners' Association. A hearing was demanded, and this was granted on Thursday by the Committee of Health. Packers were present from South Jersey and argued against the bill. The grocery interests were also represented.

### Urge Dealers to Make Effort to Sell Raisins.

**California Raisin Day Publicity Committee Suggests Plan to Increase Raisin Sales.**

The California Raisin Day Publicity Committee, acting on a suggestion from the "Grocery World and General Merchant," is making an effort to have grocers and all others who deal in raisins to take advantage of the general demand for raisins that is being stimulated by the nation-wide campaign of advertising that is being given this delectable California product.

The appeal is being made to consumers through dealers to take advantage of this opportunity to make extensive sales of California sun-dried raisins. It is pointed out that the foundation can be laid for an

extensive trade in raisins throughout the year.

This is the fourth year that California Raisin Day has been observed and grocers throughout the United States have lent their assistance toward popularizing the use of raisins. But most of the printed matter has been directed to interesting consumers in the use of raisins.

But dealers are urged to make the most of the opportunity thus created. They are urged to display raisins in every way, to lead up to California Raisin Day, which occurs on April 30th, and to suggest to their patrons that they use raisins in the various ways given in the recipe folders that are being distributed throughout the entire country.

The pennants, posters, window cards and window trim that is being sent out to dealers will draw attention to Raisin Day in a very striking manner when used as directed, but merchants can supplement this with their own personal advertising and make Raisin Day a success to themselves as well as to the raisin industry generally.

A part of the supplies sent out by the Publicity Committee consist of copy for advertisements. Dealers are urged to use this copy in some form or other.

Sales people should be instructed to call attention to California Raisin Day and the fact that the whole United States is being urged to "eat raisins."

California Raisin Day is becoming a more important event each year and is attracting more widespread interest. That it can be made of pecuniary profit to dealers is certain; the degree of profit depends on the energy with which they second the efforts of the Raisin Day Publicity Committee.

Every grocer should see that he has a good stock of raisins on hand to supply the demand. Then he should devote some time and thought and newspaper space to creating the demand.

In stores where the spirit of Raisin Day has been followed out as planned by the committee very gratifying results have been attained.

Fancy Florida oranges are very scarce and very high. They are quoted from \$4 up to \$5.50. Choice fruit ranges from \$3 to \$4. The demand is good.



# is Not a Fraud to Label Sesame or Cotton Seed Oil "Salad Oil."

Government Gives Out Record of  
Case Brought in New York Against  
Importers Who Called a Brand of  
Sesame Oil "Salad Oil." Higher  
Court Reversed Conviction and Case  
Dropped.

The United States Government  
just sent out the report of a  
case under the Federal Food and  
Drug law which will interest the  
people handling salad oil and olive  
oil. The case was brought against  
the Bremen, MacMonnies & Co.,  
New York, and was based upon  
the contention that when the de-  
fendants labeled certain oil "salad  
oil" they committed a misrepresen-  
tation, for everybody would think  
"salad oil" meant olive oil. The  
particular oil which figured in the  
case was sesame oil. The court  
threw the case out, deciding that  
the use of the term "salad oil" was  
not a representation by implication  
that the oil was olive.

The oil was sold by the New York  
concern under the brand "Imported  
Salad Oil, Morel Brand." In the  
lower court the case was sent to a  
jury, which brought in a verdict of  
guilty. The defendants appealed  
and the higher court reversed, and  
held that the conviction could not  
stand. A portion of the court's  
opinion is as follows:—

The trial judge, taking judicial  
notice that standard lexicographers  
define the words "salad oil" as  
"olive oil," denied the defendants'  
motion to quash the information on  
the ground that it alleged no of-  
fense and afterwards, it being stip-  
ulated that the can contained ses-  
ame oil and not olive oil, he denied  
the defendants' motion to direct a  
verdict in their favor. The Govern-  
ment thereupon rested and the de-  
fendants showed by a large number  
of witnesses that for some forty  
years a perfectly healthy oil for  
edible purposes had been made from  
cotton seed oil and sold in enor-  
mous quantities in this country as  
"salad oil," and that other edible  
oils were made from the seed of  
sesame, a kind of grass, and from  
peanuts and from corn and sold as  
salad oil. The oil in question is  
sesame oil imported by the defend-  
ants. The defendants also showed  
that olive oil is always, except per-  
haps in the case of one brand, la-  
beled and sold as olive oil; that it  
is four times as expensive as the  
oils sold as salad oils and that these  
other oils are sold in vastly great-  
er quantities; the American Cotton  
Seed Oil Co. selling from 175,000  
to 200,000 barrels, the Union Cotton  
Seed Oil Co. 40,000 barrels a year  
of salad oil made from cotton seed.  
\* \* \* We think the case was  
tried throughout a little too strictly  
against the defendants.

Subsequently the United States  
District Attorney decided not to  
retry the case and it was aban-  
doned.



## Soap Powder that sells because it satisfies

PEARL BORAX SOAP POWDER is a real soap  
powder. It is PEARL BORAX SOAP with the addition  
of a little carbonate of soda. It has as much cleansing  
power and is more convenient for some uses. Its purity  
makes it very satisfactory to women—a little of it goes a  
great way, and there's a *full pound* in every package.

When you sell Pearl Borax Soap Powder tell your customers the  
wrappers are valuable; tell them to send for our gift catalogue. When  
you sell **Young's Soaps** your customers get fine quality, they also get  
**handsome gifts**, and this keeps the money coming to **you** instead of  
going to mail order houses.

### CHAS. W. YOUNG & CO.

Makers of Soaps of Merit

ESTABLISHED 1877

PHILADELPHIA



### WHAT TO TELL CUSTOMERS

"When you pay for soap powder you are entitled to get  
real powdered soap—that's what PEARL BORAX SOAP POWDER  
is—pure powdered soap. Nothing in it that will hurt anything  
but dirt. Save the wrappers."

This is one of the firms the sale of whose products  
helps organize the Pennsylvania Retail Merchants



# WITH THE EDITOR

The writer has attended many trade conventions, but not one which was entirely free from the evil of long papers or long addresses on subjects which probably should have interested, but very evidently did not interest the members.

Trade Convention Papers.

This practice has two bad results: First, it sets the delegates against conventions on the ground that much that they hear there is tiresome; second, it wastes valuable time.

At a recent trade convention, certain papers on vital subjects, which had been very painstakingly prepared, were very indifferently listened to by the delegates, and the buzz of conversation repeatedly all but drowned the speakers. It is not an exaggeration to say that such papers, admirable as they were, had no good effect and if they could be received no better, had much better not have been delivered.

The writer sometimes thinks that except in extraordinary cases, all convention speakers on any subject should be limited to fifteen minutes. The average delegate, if he knows his ordeal will be over in a quarter of an hour, will keep quiet that long. Probably many subjects that become wearisome when half or three-quarters of an hour is given to their discussion, would be most interesting up to fifteen minutes.

The National Credit Men's Association submits the following practical business problem. The question is what should a jobber do, if asked for additional credit, or for an extension of credit, by a retailer who made the following statement of assets and liabilities:

ASSETS.	
Stock on hand, at cost....	\$4,563.21
Accounts collectible .....	2,746.35
Accounts doubtful .....	2,437.28
Cash on hand .....	649.34
Total business assets....	\$10,396.18
LIABILITIES.	
Owing for merchandise to mature .....	\$2,896.45
Owing for merchandise past due .....	1,965.87
Owing to bank to mature,	2,000.00
Total liabilities .....	\$6,862.32
Surplus .....	\$3,533.86

This business is in bad shape, for the following suggested reasons:—

First—Probably a large part of the stock which cost \$4,563.21 is not worth cost to-day.

Second—Whatever the stock is worth it is not a quick asset, while all the liabilities are either pressing or will be pressing shortly.

Third—A merchant virtually half of whose book accounts are doubtful, must be loose and careless in his management.

Fourth—While this statement, like many another credit statement, shows an *apparent* excess of assets over liabilities, the chance still is that the business would be found insolvent if it was to cash in to-day. Outside of the \$649.34 in bank, every item of assets is slow and shrinkable, while every one of the items of liabilities, possibly excepting some of the bank loans, will be present obligations in a very short time. Obviously such a business cannot stand up without some arrangement with its creditors.

The changes which the Procter & Gamble Co. have made in their business in the last month is one of the most radical ever made by a concern of equal importance. For years they have rigidly maintained a limited jobbing price; they now wholly abandon it. For an equal period they have refused to sell retailers, even large co-operative buying organizations of retailers; they now announce that they will sell retailers direct on regular terms. In the New York and surrounding district they go even further. They cut down the jobbing discount and abolish the practice of delivering to retailers for the jobbers' account.

The Procter & Gamble Co. have always given a sort of courage to other concerns who refused to sell retailers, though without much heart in it, and now that the leader retracts, there is much speculation as to what the followers will do. There is strong prospect that conditions will arise in the near future which will give co-operative

buying among retailers the greatest impetus it has ever had.

Many readers hereof know what an attitude of hypocritical mendacity the Philadelphia "North American" has assumed toward the ousting of Harry P. Cassidy as food agent in Pennsylvania. The cause of it was that Cassidy's removal lost for the "North American" a source of much exclusive news and "pure food" advertising. In its comment on the Cassidy case, not only while it was proceeding, but since, the "North American" has revealed itself even more clearly than it was revealed before, as a newspaper liar who will never tell the truth when a lie will best serve its purpose; and as an ardent hypocrite whose selfish and unprincipled self-seeking is merely masked behind a shining mask of righteousness.

We want the readers hereof to read the following extract from an

article which appeared in the "North American" of last Saturday. It is a dispatch from Boston, Mass., and purports to be a description of the "pure food" work which Cassidy is doing in Boston for the Hearst newspaper. Read it and then compare it with the evidence produced in the Cassidy case:—

Mr. Cassidy has photographed the quarters where the rotten egg firms are located. He has photographed the egg breakers at work and has pictures of the rotten egg wagons delivering the egg cans to bakeries. He found in Boston just the same nauseating conditions as in Philadelphia. There is no attempt at cleanliness about the egg-breaking rooms. Two of the establishments are in dirty cellars which were white-washed and cleaned last week for the first time in three years.

Mr. Cassidy found no "nauseating conditions" in Philadelphia though they existed here and though he was dining several times each week with M. F. Craven, the man responsible for them. That was why he was dishonorably discharged from the service of the Pennsylvania Department.

## The Fraudulent Advertising Law and Certain Philadelphia Department Stores

No greater blow has ever been struck some of the local department stores than the recently enacted Pennsylvania law against dishonest advertising.

Every department store, even those surrounded by a home-made halo of righteousness, lies sometimes in its advertising. Take the John Wanamaker store, which exploits its own purity unremittingly, and probably is much more careful than the average.

Not long ago the Wanamaker store made a special drive on a certain household appliance, 2,500 of which, it said in its advertisement, had been manufactured especially for it.

There were two lies in this short sentence, as the Wanamaker people themselves admitted a little later

when taken into court in connection with the sale. The truth was (1) that the appliance had not been made for them at all, and (2) that they had bought only 25, and not 2,500.

Had this happened after, instead of before, the new advertising law the person responsible could have been fined or sent to prison, for the advertisement was a wilful misrepresentation as to the "origin or reason for buying."

No long ago a large Philadelphia stove manufacturer had a fire. It was not especially disastrous, and only a few stoves were damaged. The day after the fire one of the largest department stores in the city sent for the stove manufacturer's sales manager.

"I see you had a fire," he said



ow we want to have a fire sale of  
ur stoves. I want all the bum  
ff you've got up there; I don't  
re how good it is, or how bad."  
"We really haven't any," said the  
es manager, "there were only a  
w stoves damaged, and they've  
ready been fixed up."

"If you haven't got any blem-  
ed stuff, why not make some  
r us?" said the buyer. "We'll  
y full prices for everything, be-  
use we'll get full prices. All we  
ve to do is to call 'em fire dam-  
ed goods and name a high 'reg-  
' price and people will fall over  
emselves to buy. What d'ye  
y?"

"I don't really see how we could  
a thing like that," said the sales  
anager.

"Good chance to get rid of a lot  
stuff," suggested the buyer.

"I hardly think so," said the sales  
anager, and came away.

Here was a cold-blooded propo-  
sition to cheat in two ways: First,  
falsely representing that the  
ods offered were fire-damaged;  
d second, by falsely represent-  
g that because they were fire-  
maged they were special val-  
s at the price. Had this been  
rried out—after the advertising  
w passed—those responsible could  
ve been arrested and jailed, as  
deed they ought to have been.

The honest, careful advertiser  
as a splendid protection in the new  
dvertising law, provided it is en-  
rced.

E. J. B.

ow Much Profit Different Depart-  
ment Store Departments  
Must Make.

The National Shoe Wholesalers'  
ssociation bulletin gives an inter-  
esting item on the amount of gross  
profit required from the head of  
each department in a large depart-  
ment store. The first figures given  
re the percentages of profit based  
n the selling price and the figures  
n parentheses, the percentages  
dded to the cost necessary to pro-  
duce the required profit: Blankets,  
arpets, rugs, men's furnishings and  
lothing, 30 per cent. (42 per  
cent.); fruits, vegetables, groceries,  
mens, white goods, etc., 25 per  
cent. (33⅓ per cent.); furniture,  
edding, house furnishings, millin-  
ry, notions, books, stationery, toys,  
runks, etc., 33⅓ per cent. (50 per  
cent.); gloves, 28 per cent. (39 per  
cent.); china and glassware, 35 per  
cent. (54 per cent.); shoes, 27 per  
cent. (37 per cent.).



## All Products in the PARKE'S STAMP LINE are Fast, Steady Sell- ers and Sure to Please Your Customers

**Parke's Stamp Line** includes Cof-  
fee, Tea, Spices, Baking Powder,  
Ammonia, Blue, etc., and will appeal  
to your customers, because in addi-  
tion to the high quality of all the  
articles each package carries a liberal  
number of stamps with it. The  
stamps are good as cash in exchange  
for hundreds of valuable and useful  
premiums. It will pay you to handle  
the whole line because the sale of  
one leads to the sale of all the  
others. Once you start trade on  
**Parke's Products** it stays with  
you, because of the combination of  
high quality, big moneysworth and  
liberal premiums.



## L. H. PARKE COMPANY

232-234 Market Street  
PHILADELPHIA

638-640 Grant Street  
PITTSBURGH, PA.

### WHAT TO TELL CUSTOMERS

"Of course you're saving **PARKE'S STAMPS**. Don't forget that  
you get them with Parke's Ammonia, Bluing, Baking Powder, Pepper,  
Mustard and other spices, etc., as well as Tea and Coffee. Buy  
all Parke's goods and you'll soon have enough stamps for a beauti-  
ful premium."

This is one of the firms the sale of whose products  
helps organize the Pennsylvania Retail Merchants



## The New York Letter

**Much Discussion Over Procter & Gamble's New Willingness to Sell Retailers Direct. Women Now Curious About Cleanliness of Grocery Stores. Various Items and Market Summary.**

Special Correspondence of "Grocery World and General Merchant."

New York, March 27, 1913.

The jobbing trade here are much annoyed and disgruntled over the complete change of attitude on the part of Procter & Gamble toward selling their products direct to retailers. Up to this time they have never sold retailers, even large retailers and co-operative buying organizations. It is known, however, that the Government was getting ready to bring a case against them much like that brought against the Kellogg Co., and in order to avoid this Procter & Gamble recently abandoned their limited prices, and now decide that they will sell retailers direct. Procter & Gamble announced the change in the following letter to the jobbing trade:—

Beginning March 15th, we shall sell our soaps, washing powders and Crisco direct to the retail grocers located in the territory shown upon the inclosed price list. We think you will find this new arrangement entirely satisfactory.

Looking forward with pleasure to direct selling relations with you, we remain,

Yours very truly,

The price list mentions the "metropolitan district" as including all of New York City, Long Island, Rockland and Westchester Counties and Bergen, Passaic, Morris, Essex, Hudson, Union, Somerset, Middlesex, Mercer and Monmouth Counties in New Jersey and Staten Island.

The soap firm have also notified jobbers of a reduction in the jobbers' discount, and also that they would no longer deliver their products to retailers in the above territory, for the account of the jobbers, as they have heretofore done. The move has caused enormous dissatisfaction among the jobbing trade.

Many retailers, especially large dealers, express themselves as highly pleased with the announcement of the Procter & Gamble Co. that they will after this sell direct to the retail trade in the Metropolitan district. This district embraces all of New York City, with Long Island and portions of New Jersey.

In the wholesale district of the West Side the new policy of the company is the subject of much discussion and many different views are expressed, according to

the interests involved. The jobbers do not appear to be uneasy, yet it is pointed out that if the precedent should be followed by other manufacturers, it would create a serious condition for the jobbing trade.

The new policy of the Procter & Gamble Co. practically severs their relations with jobbers, as far as supplying the retail trade in this district is concerned. The new price lists are the same for jobbers and retailers, and the company will not make deliveries to retailers for the account of the jobbers. Outside of this district, the company continues its old policy toward the jobbers.

This company has always been notably friendly toward the jobbing trade here, as elsewhere, and has been distinguished for upholding the jobbers' agreements as to not selling to retailers, also as to rebates and maintaining fixed prices. So the change of policy is regarded among those who take a broad view of the situation as to be all the more significant because of the friendly conditions.

In sending out its announcements to the retail and wholesale trade the company does not give any reasons for its change of policy, except that it is made for the protection of its interests in this district. In the trade, however, it seems to be an open secret that the company has long been disappointed in the kind of co-operation that it has been receiving from jobbers in return for its hearty support extended to them. The company expected that as it stood faithfully by the jobbers' plan and did not sell direct to retailers that it has been up to the jobbers to push its products in preference to those of competitors who have not observed what the jobbers regard as the ethics of the trade. Instead of doing this, it is said that some of the jobbers have been pushing their own products or products of factories in which they have a direct financial interest, or have pushed the products of competitors who

gave them special concessions in prices from time to time.

In the case of the Procter & Gamble Co., it is said that they found one of their competitors who has not been at all particular as to jobbers' agreements getting advantages in the Metropolitan district, even from jobbers themselves. This is said to have been the last straw.

A reason given for jobbers not co-operating to the extent that some manufacturers have expected, is that the Government's activity in enforcing trust and conspiracy laws made such co-operation almost impossible. A new situation has developed in relation to such matters as the result of the new policy of the National and State governments.

Even if other manufacturers follow the latest precedent of selling direct to the retail trade, it seems likely that this would be done only in the very largest cities. There is special interest in the question as to whether the company now making the change with reference to the New York district may later make similar changes in any of the other big cities.

\*\*\*

It is now proposed by the Housewives' League to appoint committees of ladies who will visit grocery and delicatessen stores and inspect them with special interest in cleanliness and sanitary arrangements.

This will seem like meddling to many grocers whose stores are as clean and sanitary as they can be made. But there may be some advantage to come, for in some parts of the city, in crowded sections, especially in stores of foreign elements, there is certainly room for much improvement. Some grocers may resent a visit from a committee of ladies desiring to make such an inspection, but others are likely to welcome the fair visitors, in the confidence that they will see only what should give a favorable impression of the store and its methods of doing business. If the members of the committee then talk favorably about a store, it should bring additional business there.

\*\*\*

The visits of the committees would probably be more agreeable in some instances than those of the lady inspectors employed

by the State Department of Weights and Measures for work in this city. These inspectors enter a store disguised, quite often, by wearing a shawl around their heads and otherwise appearing to be from the foreign sections of the neighborhood. They make purchases and then call the grocer's attention to the fact that they are inspectors. About the same moment a male inspector reveals himself so as to have evidence, in case of short weights, that the packages were actually sold by the grocer, and to seal them so as to show that there will be no tampering with them until the case gets to court.

The women inspectors engaged in this work are very ingenious in adopting disguises, so that a grocer never knows whether or not a supposed customer is really a detective.

According to the officers of the State Bureau, the result of this work is that the total of sales by short weight or measure in this city has been cut down from large proportions to a minimum.

\*\*\*

Next Wednesday the New York Retail Grocers' Association will enjoy a beeksteak dinner in the Broadway Central Hotel. The ladies are invited, and after the dinner there will be dancing.

Tuesday last the members of the United Retail Grocers' Association of Brooklyn and their wives and lady friends were entertained by a stereopticon lecture on Niagara Falls, provided through the courtesy of Fred. Mason, of the Shredded Wheat Co. John H. Meyer, representing the company, was the lecturer.

\*\*\*

Creditors of Drohan & Co., dealers in dressed poultry, have completed a statement, showing liabilities of the company amounting to \$245,000 and assets not to exceed \$60,000. The creditors' committee has appointed as trustee of the assets Alexander Moir, of the Merchants' Refrigerating Co. The largest creditors are cold storage and packing companies.

\*\*\*

Granulated sugar is now down to 4.25 cents, a drop of 3 cents in two years. The price is now down to the low level of 1904. There is discussion in the trade as to the probability of Congress



ing the duty, or possibly  
ng it off altogether, and the  
pect of this giving the con-  
er sugar even cheaper than  
resent. Incidental to this dis-  
sion, some of those who favor  
er duties or free sugar, are  
dicting that it would give an  
ense impetus to the domestic  
ness of preserving fruits,  
s and similar products.

\*\*\*

notice of an amendment to the  
eral Food and Drug Law has  
n sent to the members of the  
ional Coffee Roasters' Asso-  
ion. The amendment will  
e effect in September of next  
r. It provides that rules shall  
made establishing tolerances  
providing for variations and  
ptions as to the weights of  
all packages. The members of  
association are notified that  
amendment will affect, among  
er articles, packages of teas,  
ees, spices, mustard and other  
s in which they are interested.  
t is urged that the members  
k after their interests when  
Department takes up the  
rk of preparing the rules and  
ulations in pursuance of the  
hority given by the amend-  
nt. It is suggested that proper  
resentations be made to the  
partment, so that whatever is  
e will be fair and equitable.  
Although the amendment will  
be effective for eighteen  
nths, the members of the asso-  
ion are reminded that it will  
well for them to make suit-  
e preparation and not to be  
erstocked with old labels.  
G. W. Toms, of New York, has  
en appointed secretary of the  
ociation, to succeed W. J. H.  
own, of St. Louis.

\*\*\*

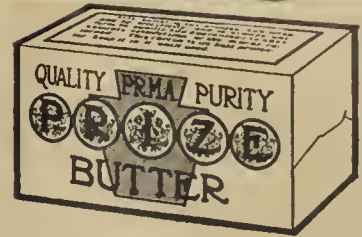
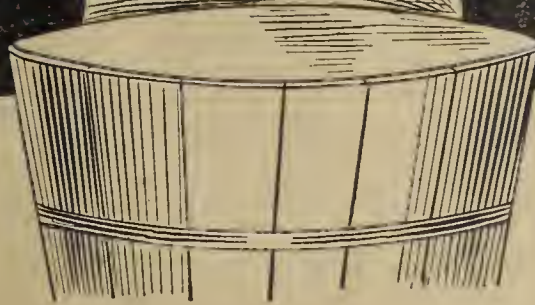
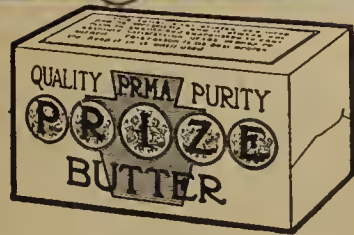
One of the arguments being  
ade by one or two of the im-  
rters in favor of taxing tea is  
t likely to appeal strongly to  
olesale or retail grocers. This  
gument is that the margin of  
ofit for the middlemen on teas  
so large that any duty will fall  
on the middlemen and dealers,  
d will not reach the consumer  
affect him in any way.  
There will be some pretty  
arm contradictions of this as-  
rtion.

\*\*\*

In the wholesale district much  
ncern is expressed as to the  
afety of a number of men in the

**PRIZE  
BUTTER  
IS  
PACKED**

**TO SUIT  
YOUR  
TRADE**



**PRIZE BUTTER** is packed in tub, carton or print, as you may require; we also salt it and color it to suit your trade.

It must suit all conditions, because we're going to make it the best known and biggest selling butter in Pennsylvania. We call it "PRIZE BUTTER" because you can "win trade" with it, and you can also depend on it to *hold* trade, because your customers will find its *quality and flavor always the same*. The way to build up a big sale on PRIZE BUTTER is to tell your customers about it, keep on telling them, have your clerks tell them—get your customers to try it, and they'll not only keep on trying PRIZE BUTTER, but they'll like it so well they'll tell others and send them to your store. People who come to your store for PRIZE BUTTER will also buy other high-grade articles that pay you good profits. Butter trade is worth working for; you can *get it* and *hold it* with PRIZE BUTTER.

**P. F. BROWN & CO.**

39, 41 and 43 South Front Street

PHILADELPHIA



#### WHAT TO TELL CUSTOMERS

"Here's a butter that's made especially to please our best customers—PRIZE BUTTER. I want you to try it this week and then let me know if it isn't exactly what you always wished you could get."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



# The Quality Cash Wholesale Grocery Warehouse

Nos. 1211-13-15 NORTH SECOND STREET, PHILADELPHIA, PA.

**Fancy Selected No. 4 Late Caught Norway Mackerel, full weight barrels, count 430 to 450, per bbl. . . . . \$11.90**

Price is remarkably low ; get your order in for any quantity this week, after that price may be higher ; the best posted men in this line look for higher prices. You will find goods exactly as described, **best quality.**

**Sugar Refiners' Lowest Wholesale Prices, day order received, less 1 per cent.**

**Sal Soda, 375-lb. barrels, per 100 lbs. . . . . .60**

**Feeding Molasses, barrels, per gallon . . . . . .09¼**

**Early June Peas, good quality, gold embossed label, per dozen . . . . . .95**

The same grade as now selling at \$1.05. Right prices on all goods. Send in your full order, we will guarantee satisfactory prices on the whole line.

Send cash with order or reference and goods will be shipped and you can mail check after you have received goods. The business of prompt paying trade solicited

## WILLIAM C. YOUNG

trade in the stricken districts of the West. It is feared that there have been some heavy losses in the grocery trade as a result of the floods. Several salesmen representing local houses are in the flooded districts, and reports from them are awaited with anxiety.

### SUMMARIZED MARKET CONDITIONS.

Spot coffees are firmer as a result of the improvement in options. Although the country is showing more interest, however, the roasters do not like to pay the present prices, so the actual sales are mostly for requirements. Santos 4s are now quoted around 14 cents and Rio 7s at 12 cents. If the upward tendency is not pushed too much, the conditions are likely to improve, it is believed by many in the trade. There is increased interest in mild grades which are also firmer, in sympathy with Brazils.

The discussion as to a duty on tea have stimulated interest in the stocks now on hand and buyers are more readily buying for

requirements. The holders who were beginning to show a disposition to liquidate their stocks in the warehouses now have somewhat firmer ideas.

Sugar is bought in a hand-to-mouth way. The distributors are apparently pursuing a cautious policy because of the possibility that the tariff revision will bring cheaper prices. The drop in raws is not leading to any further cuts in refined sugar, as the refiners say that even now the margin is only moderate. The Western floods are exerting an influence on the markets by preventing shipments. Refiners have protected themselves with raws at the decline and some of them are now reducing their meltings. The Federal quoted 4.25 cents for immediate shipment of standard granulated sugar, and other refiners are five points higher.

Jobbers and retailers are buying canned vegetables in small lots for requirements. Improved consuming demand is giving a steadier tone to the market for most kind of canned goods, es-

pecially as the holdings in first hands are in most lines within a moderate compass. In tomatoes there continue carload sales at 80 cents for standard No. 3 Marylands, f. o. b. factory, but some of these lots are rejected because of quality, and find their way back in the market at prices as much as 5 cents less than the original quotations. Packers are not willing to accept orders for futures at less than 80 cents, and some of them are not desirous of taking on any more business even at that price. Corn is still in liberal supply, although the consuming demand is said to be increasing somewhat. There is little business in either spot or future peas, but the market has a firm undertone. Beans are quiet and unchanged.

The demand for canned fruits is of a hand-to-mouth kind. The Southern fruits are held up to quotations, as supplies are not excessive. Brokers are trying to increase the interest in California fruits, especially peaches, in view of unfavorable weather conditions affecting the new crop,

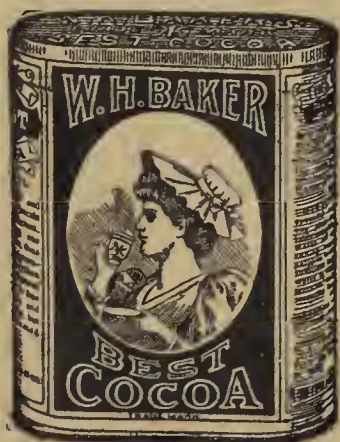
but buyers are not placing orders except for requirements.

Local distributors are not paying much attention to dried fruit. The demand for dried prunes continues chiefly for 40s, which are held at premiums. Spot raisins are dull, with a firm undertone. The demand for dried peaches and apricots is limited to the present consumption. Currencies are quiet and easy.

In some quarters there is reported an increase in the interest in flour and brokers believe that many distributors are getting near the bottom of their supplies. This gives a more hopeful tone to the market. Actual trading is much hampered by the Western storms and floods. There is, however, plenty of spot supplies for requirements. The quotations on spring wheat patents range from \$4.50 to \$4.75.

The Western floods have caused so much interruption in the shipments of butter to this city that the market has become quite firm. Receivers are piecing out the arrivals of fresh creamery so as to protect the regular

# W. H. BAKER, WINCHESTER, VA.



## Chocolate and Cocoa Preparations

United States Serial No. 5257  
Guaranteed Under the Food and Drugs Act, June 30, 1906

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



the first. The fresh specials readily snapped up by buyers at 7 cents and firsts sell with most equal readiness at 36 to 37 cents. The seconds are moving fairly well at 34½ to 35½ cents. The held creamery is nearly gone and the remaining are mostly inferior. The best grades sell at 34½ to 36 cents. The process is firmer, with jobbing sales up to 28 to 29 cents. The process firsts are to be had at 27 to 27½ cents.

Western and Southern eggs are showing a slightly firmer tone, because it is expected that reports will be curtailed as the result of the floods in the West. The best grades of the fresh western eggs bring from 18 to 20 cents. Duck eggs range from 18 to 25 cents for the best reports. Nearby henner eggs of the best grades range from 20 to 22 cents, but the browns and mixed colors sell at 18½ up to 20 cents.

FRED. A. MAGILL.

**Landlord Got \$713 After a \$1,000 Grocery Failure—Credit Men Object.**

The Utah Association of Creditors is trying to have a law passed denying the claim which a landlord can make against a bankrupt estate up to a certain figure. As an illustration of injustice encountered in bankrupt estates which some of these laws aim to overcome, attention is called to a case in which a grocery store was sold by the Utah Association for one thousand dollars, out of which seven hundred and thirteen dollars had to go to the landlord, which, with the labor and taxes for 1912 unpaid, left nothing for the merchandise creditors. Another case is that of a bankrupt estate in which the Utah association was acting as trustee, wherein the assets brought \$1,300, with preferred claims for rent of \$700, for labor of \$400, and chattel mortgage of \$1,200, so that there would be no recovery whatsoever for common creditors, although most of the assets in the place of business at the time of failure were in the form of merchandise purchased from the various common creditors.

Florida tomatoes are very poor, and range from \$1.50 to \$2. The demand is small because of the quality. Hothouse tomatoes bring 5 cents per pound and are active.



## A SPLENDID SELLER

# Franklin Dessert and Table Sugar

This sugar is especially made for cereals, fruits, berries, desserts and other foods that are sweetened at the table. It grades between POWDERED and FINE GRANULATED and can be used either with a spoon or a shaker. It dissolves quickly and sweetens thoroughly.

So many articles are sweetened at the table that this sugar is a steady, all-year-round seller and its usefulness will be appreciated by your customers as soon as you tell them about it. Start them buying it and increase your sales of sugar. Of course it's packed in FRANKLIN CARTONS, so you can make a profit on it by saving the cost of labor, bags, twine and loss from overweight that would come out of your pocket, if you handled it in bulk. DESSERT AND TABLE is one of the best sellers in the whole line of FRANKLIN CARTON SUGARS.

Packed in 2 lb. CARTONS—48 lbs. to the CONTAINER

Other FRANKLIN CARTON SUGARS are packed in original CONTAINERS of 24, 48, 60 and 120 lbs.

## THE FRANKLIN SUGAR REFINING COMPANY PHILADELPHIA

"Your customers know that FRANKLIN CARTON SUGAR is CLEAN sugar"



### WHAT TO TELL CUSTOMERS

"This Franklin Dessert and Table Sugar is made especially for use in sweetening things at the table. It's better than either granulated or pulverized for table use and I know you'll like it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants





### CC.—As to a Salesman's Taking His Customers With Him to a New Employer.

The publisher of a California trade paper sends me a copy of a most important decision just handed down by the Supreme Court of California as to the right of a salesman to take with him to a new employer the customers obtained while working for the old one. While it is the decision of a State court, it would be considered as having effect everywhere, because it is not on a subject on which States have special laws, so that a State court, when deciding it, considers, as the California court did, the whole body of the law on the subject.

Every merchant or manufacturer, if he employs outside or inside salesmen, is interested in the question how far they can go, if they leave him and take a position elsewhere, in soliciting for the new employer the customers they have been calling on for him. The question has arisen hundreds of times, for a salesman who seeks to change his position will strenuously resist any effort to prevent him from utilizing what is always his chief asset, viz., his knowledge of and acquaintanceship with customers.

The publisher who sends me the California decision expresses the opinion that it changes the law, but I am not so sure of that. The weight of authority has always been that unless a salesman had bound himself by contract to leave his employer's customers alone for a time after severing his connection, he could canvass them for a new employer the very day after leaving the old one. The California publisher writes: "While in this case there was a contract between employer and employee, the Supreme Court very positively states that the existence of the contract was not important, and that the employer was entitled to an injunction as a matter of equity."

Let us see whether under this decision the law becomes any different than it was before. It certainly is very different indeed if every employer, whether he holds the salesman's contract or not, can prevent him from going after his customers after he leaves.

In the California case the employer who went into court to prevent the theft of his customers was a Los Angeles laundryman, the Empire Laundry Co. The defendant was a solicitor named Rudolph Lozier. The court's own description of the situation was as follows:

The plaintiff is a corporation engaged in the laundry business in the city of Los Angeles, having a large number of regular customers and a valuable and growing business. This business to a large extent is conducted through its agents and drivers of its wagons, who canvass from house to house. \* \* \* Each of these agents and drivers has a particular route. \* \* \* The names and addresses of plaintiff's customers, together with the day of the week their laundry is to be called for, are kept in special prepared lists by plaintiff and are used for plaintiff's business purposes by its drivers and agents. These lists have been compiled and are maintained at the expenditure of a large sum of money and they enable the plaintiff to keep a check upon its business and to increase and extend it where possible. They constitute a trade secret of great value to plaintiff.

Lozier, the driver, was employed by the laundry company to cover one of its routes; plaintiff at its own expense furnished Lozier a team and wagon; the route superintendent accompanied Lozier on his earlier trips and introduced him to the company's customers and from time to time thereafter employees of the company canvassed the territory and turned customers thus secured over to Lozier. About a month after Lozier was employed he entered into a signed contract with the laundry company in which he agreed to turn over to the company the names of all new customers secured, together with changes of address, so that upon the termination of his employment the laundry company should have a complete list of all of its customers. The contract further stipulated that after his employment should cease or if he contemplated leaving the employ of the company, he should not in any manner "attempt to induce any of the customers of the

Empire steam laundry to withdraw their custom from it."

On February 12, 1910, Lozier quit the Empire and entered the employ of a competitor, and thereafter canvassed for laundry work from his old customers and along his old route, and he used the knowledge, information and lists of customers gained while in the employ of the Empire company. As a result he was able to carry much of this patronage to his new employers.

The Empire Co. asked for an injunction against the salesman, which was granted. The court's opinion was in part as follows:—

The sole proposition advanced upon this appeal is that the contract between the parties was void as being a contract in restraint of trade. The court finds that the contract was not restraint of trade, but into this question it is wholly unnecessary to enter. For the judgment of the court does not rest alone upon the findings as to the validity of the contract, but declares a violation of plaintiff's rights under circumstances cognizable in equity without any express contract whatsoever upon the subject.

Equity always protects against the unwarranted disclosure and unconscionable use of trade secrets and confidential business communications. So little does this equitable jurisdiction depend upon an express contract that it has been said by high authority that it exists in every contract of service in the absence of stipulation to the contrary.

Therefore the question of the contract between the parties becomes immaterial.

There can be no question, under the findings here presented, but that defendant's agency was one of trust and confidence. His duties were to serve well the customers of plaintiff, to increase the business of the plaintiff, to solicit new business and keep a complete and confidential list of all the customers. This list, even though in part prepared by him, was the absolute property of plaintiff and was a valuable part of its property. \* \* \*

That equity will always protect against the unwarranted disclosure of trade secrets and confidential communications and the like, is, of course, settled beyond peradventure. \* \* \* It would seem therefore that the only question left in the case is whether the knowledge acquired by defendant and which he was so using comes fairly within the meaning of trade secrets and communications. Upon this question neither reasoning nor authority can leave one in doubt.

In my judgment this decision, which cites a number of cases in

England and in various States the Union, leaves the law in the country practically as it was before and a restatement of it is as follows: Unless a salesman, when taking a position, contracts with his employer not to solicit for a new employer, customers which he obtains for the old one, he is perfectly at liberty to do it from the moment he leaves his first position. Such contracts are in restraint of trade and while the law doesn't like them it will uphold them if they are in writing, but will not make for the employer a contract of that sort where he was not vigilant enough to make it for himself.

The above is a fair statement, I think, of the present law in every State of the Union. There are, I remember correctly two cases which hold the contrary, both of them in New York State, but the general weight of authority is decidedly the other way.

The reason I think the California case does not change the law is that there were facts in it which make it entirely different from most of these cases; facts which required the application of an entirely different principle of law.

For instance, the court's description of the case shows that the laundry company had most of its customers before the driver went there, and that the number of its customers in his territory was constantly being added to by other solicitors whom the company sent into the territory. Doubtless the defendant Lozier got some customers too, but apparently they were very many, and the most of the trade which he tried to take to his new employer was trade that the company got itself. Of course he couldn't take away such trade as that, and the court followed the settled legal principle when it said that a man who through his employment, learns the "trade secret" of his employer, cannot peddle those secrets to his employer's competitor.

The proposition presented by most of these trade cases is wholly different, for in almost all of them a salesman enters somebody's employ, works up new trade of his own, leaves, goes to a new employer and tries to take his customers with him. In that case he considers that he is taking what is absolutely his own, and the courts have almost all upheld him and will probably still uphold him. Always





## The Coming Powders

¶ The time will come—is coming, in fact, when the great majority of the people will exclusively use baking powders made with phosphates, of which **Rumford Powders** have been leaders for years.

¶ This is because they are not only not harmful, but being food in themselves, they are actually healthful, wholesome and helpful. There is no more wholesome combination in food chemistry than the phosphates, starch and soda of which **Rumford Powders** are composed.

¶ And as leaveners, **Rumford Powders** are absolutely unexcelled. They have always paid a good profit to the retailer.

**Rumford Chemical Works**

PROVIDENCE, R. I.



provided he does not sign a contract in which he waives his right.

(Copyright, March, 1913, by Elton J. Buckley.)

Question: W. H. Clotfelter, Richfield, Pa.—Last fall a party came to me and offered me a tract of timber land, saying that it was about 12 acres and his price was \$400. I went to see the tract and bought it for \$350 on the strength of the man's word that it contained 10 acres, and in writing the agreement I made it to read "10 acres more or less."

I paid the man \$15 down the day I bought it and \$35 about one month later. The balance, \$300, was to be paid in two payments, \$100 April 1, 1913, and \$200 April 1, 1914, by giving bankable notes.

Later on I went over the tract more carefully and found that the tract did not near contain the number of acres that the man had told me, and I decided I would not take the tract, thinking I would rather forfeit the \$50 than to lose it anyhow by operating the tract. The party selling, however, strongly insists that he will hold me to the contract. Kindly let me know what he can do in this matter. Will he be able to collect any damage, seeing that no one would pay near the \$350? Two hundred dollars is the outside dollar the tract is worth. I will enclose you the letter he wrote me after he found out I refused to take the tract at the price agreed upon in the start, but will ask you to please return the letter. You will notice in his letter he says I took possession, but this is a mistake; I did not cut anything on this tract in question, but I bought another separate tract from the same party later on and have paid that in full, and of course have cut some timber on it; but that tract is not in dispute while the two tracts are named in one agreement as regards the boundaries and time for removing same, but the two are in reality two separate tracts. Give me your honest opinion about this matter.

Answer.—The position which the seller of the land takes in the controversy is shown in the following letter, which he wrote to Mr. Clotfelter:—

Dear Sir:—I will positively not take the timber tract back.

I can swear as I showed you and you must swear as I showed you the lines on south tract, first from the field on the northwest corner, thence up to a yellow pine and up to a stone on the hill as a corner, as I showed you, and thence down east. I showed you that old white oak on the line close at the east corner, thence down to the picnic ground. No, no, I will spend more as the land and the timber are worth before I give up. You took possession and you have kept it. I guess you see as you cannot make a few hundred dollars on me or else you would not try to give it back to me. As soon as a person is not making any money then he



## SKIPPER SARDINES

### A GOOD THING

**SKIPPER SARDINES** are the finest Norwegian Sardines that come to this country, from a land that packs the finest Sardines in the world. Tender, spicy little fish in pure olive oil or tomato sauce. Your customers are sure to like them.

There has never been a Sardine success like **SKIPPER SARDINES**; why? First, because of quality, of course, but second, because we guarantee both the sale and your profit.

**Angus Watson & Co.**

SOLE PROPRIETORS "**Skipper**" Sardines.

1011 Chestnut Street, Philadelphia, Pa.

Branch of Angus Watson & Co., Newcastle-upon-Tyne, England

## \$5.00 for Six Tea Caddies

A Quarter of a Century's Experience and Success lies back of this offer. Each caddy 14 inches high, 11 inches deep, and 9½ inches wide. Would make great **Red and Gold Display** of 57 inches on your shelves, and contain 90 lbs. Construction of the best, seams double, material heavy tin plate, damp proof, lid strongly hinged, with catch and lip to keep out dust. Made in my own shop. **Money back if not as represented.** Lacquered all over, black in back, red with gold scroll work in front. Name of Tea put on FREE. Shipment at my expense. Remit to **H. F. Heacock**, Grocers' and Butchers' Fixtures and Supplies of All Kinds, 51 N. Second Street, Philadelphia, Pa.

## Where's the Profit in Bookkeeping?

You cannot earn a profit from the work put in on your books. You must have records of your business, but instead of using books, install

With Only One Writing **The McCASKEY SYSTEM** The End of Drudgery

The McCaskey System *with One Writing* will furnish you with better records, with more detail and offer fewer chances for mistakes than any other method of keeping accounts ever devised.

*Make your bookkeeper an auditor by installing the McCaskey System.* It cuts out the useless copying and posting.

It prevents mistakes and the misunderstandings with your trade that follow.

It prevents forgetting to charge and in this way alone *will put hundreds of dollars of profit in your pocket every year.*

It will improve your collections.

It will limit the credit of those customers whose credit you wish to limit.

If you have a fire it will prove your loss to the insurance adjuster.

A hundred thousand merchants are using the McCaskey System. *Let us tell you, in figures, based on your own business, what it will do for you.*



**The McCaskey Register Co., Alliance, Ohio**

BRANCHES:—New York, Chicago, Boston, Washington, Pittsburgh, Memphis, Atlanta, Kansas City, San Francisco, Seattle; Dominion Register Company, Ltd., Toronto, Canada; Manchester, England.

*The Largest Manufacturers of Carbon Coated Salesbooks in the World*

Dry Goods Shoes Groceries Hardware  
Furnishings Hay, Grain

A. P. HUTTON  
Dealer in  
General Merchandise  
Kellogg, Idaho

March 25, 1912.

Mr. U. N. Perusse,  
Spokane, Wash.  
Dear Sir:—Your favor of the 24th at hand requesting my opinion of a McCaskey System in connection with a cash carrier system.

I have used the McCaskey System for four years and would not change to anything else I have ever seen. About 80% of our business is credit business and our stock consists of general merchandise and we occupy two floors.

We do about \$150,000 a year and could handle twice this amount successfully in this way. In fact I believe the bigger the business the more necessary this system would be, because it keeps a better check on both cash and credits than any other system unless it might be a double checking parcel system which would be too slow and cumbersome for a store like mine.

Very respectfully yours,  
A. P. HUTTON.



would like to put it back. I told you the day I sold you—I can swear to it any minute—I said this to you, "They all say as you are honest, you shall give me what you think it is worth." Then you said, "No, I will buy as cheap as I can and you sell as high as you can," so I did. I did my best then to sell it. I am ready to settle March 31, 1913, as the contract calls for.

Yours truly,  
G. W. PORTZLINE.

On this showing I am afraid you have very little ground to fight, unless you can show a deliberate attempt to defraud you or that the deficiency in acreage was very large and substantial. Very evidently you were not deceived as to the *boundaries* of the tract, and if you took the seller's word as to the contents, without measuring for yourself, the law will not permit you to go back on your bargain. There are many cases which hold that the buyer of so many acres of real estate, "more or less," cannot rescind because the land happens to contain less rather than more. If the buyer is willing to waive his right to measure, and take a chance, he must take his medicine if the chance goes against him.

If you had intended to measure, but the seller persuaded you not to

for any reason, you would have a better defense. My judgment is that the seller can compel you to take the property and pay the full price for it. As a matter of fact, you have already taken the property and made payments on it. If this tract and another were the subject of one contract and one purchase price, and you have started to cut wood on the other, the court would probably hold that you had taken legal possession of both.

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

New Southern beets are worth 2½ to 3 cents, demand poor.

### Pittsburgh Grocers and Butchers Unite.

Think They Can Amount to More Together Than Apart. New Coffee and Spice Concern for New Castle.

Special Correspondence of "Grocery World and General Merchant."

Pittsburgh, Pa.,

March 27, 1913.

The Pittsburgh Retail Grocers' Protective Union and the Retail Meat Dealers' Association have formed an amalgamation and hereafter will meet together. The Grocers' Union formerly had its offices in the Lewis Building, which is to be razed to make way for a great 12-story department store, and it was decided to merge with the butchers so that more modern quarters could be established. The new offices are in the Penn Building.

The meeting nights of the grocers have been changed from the first and third Mondays of each month to the first and third Wednesdays.

\*\*\*

The Gold Crown Manufacturing Co., dealers in coffee and spices, has been granted a State charter. The headquarters will be in New

Castle. The capital is given as \$10,000. The incorporators are F. H. Summers, Jacob Weintraub, Adolph Green, Abraham Murlin and Jacob Ewens, all of New Castle.

\*\*\*

Frederick Thoma, aged 69 years, a resident of the Allentown district of this city, died in his home in Warrington avenue on March 25th. Mr. Thoma had been in the grocery business in that section for many years and was well known. He leaves his widow, one son, three brothers and two sister.

P. I. D. C.

### New Patents and Trade-marks in the Grocery Line.

Messrs. Davis & Davis, Washington Patent Attorneys, report, this week, the grant of the following patents:—

Washington, D. C., Mar. 25, 1913.  
1,056,826. Display box. H. C. Paterson, Jr., Youngsville, N. Y.  
1,056,965. Fruit pitting device. L. E. Baltzley, Washington, D. C.  
1,057,065. Ice cream cone filler. W. Krist, Milwaukee, Wis.

### TRADE-MARKS PUBLISHED FOR OPPOSITION.

Ser. No. 62,170. "Marketeria" for canned goods. Lutey Bros., Butte Mont.

Ser. No. 62,171. "Cafeteria" for canned goods. Lutey Bros., Butte Mont.

Ser. No. 62,172. "Groceteria" for canned goods. Lutey Bros., Butte Mont.

ESTABLISHED 1808

# John R. McFetridge & Sons

## Printers and Publishers

### FINE CATALOGUE AND COLOR WORK

No. 927 Arch Street, Philadelphia





## Save \$25 Now

—and Insure Your Profits for Years to Come

If two registers of equal mechanical perfection, equally efficient to safeguard your profits, equal in good looks, and guarantee were placed before you, one costing \$100 and the other only \$75, would you not consider saving the \$25?

A Michigan No. 6 Total Adding Cash Register is not only equal, but actually superior in these points to any \$100 register of any other make.

On first cost alone hundreds of thousands of dollars have been saved by the merchants who have bought one or more Michigan No. 6 Total Adders. And hundreds of thousands more are being saved through the protection the registers give.

Progressive merchants everywhere are realizing the economy of buying Michigan Cash Registers. To take care of their increasing orders we have been forced to erect and equip a new building with much larger facilities for manufacturing Michigan Cash Registers.

These merchants are good buyers. They are keen to save money, but they demand full value for what they pay. You can safely be guided by their judgment in buying a Michigan No. 6.

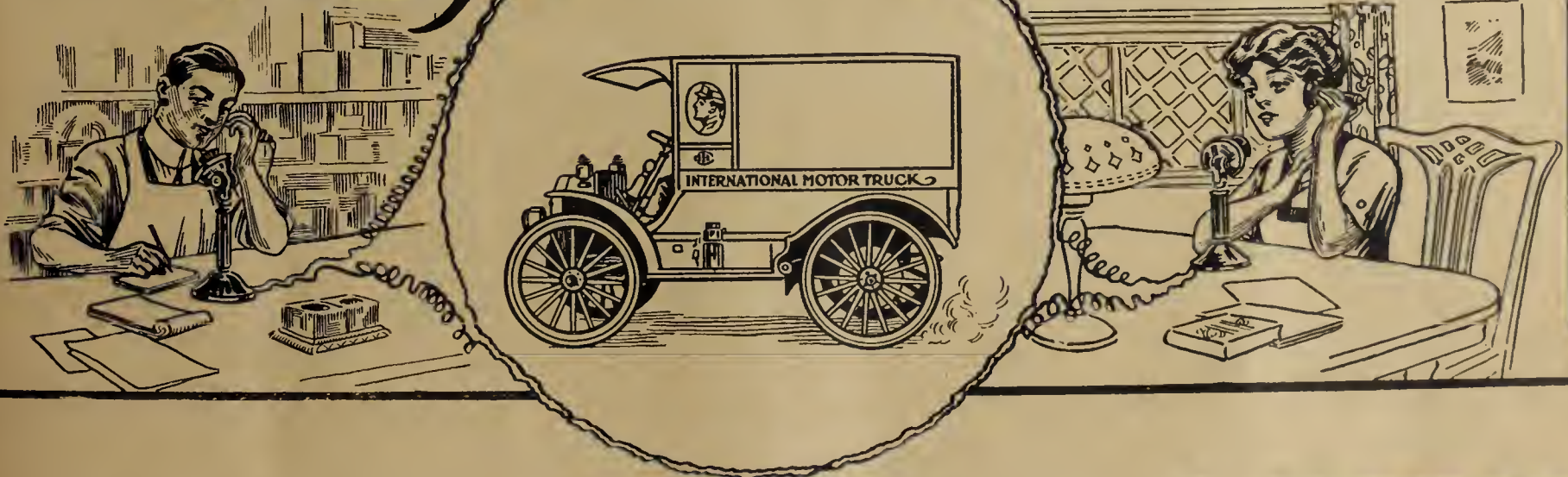
No. 6

Remember, the Michigan No. 6 Total Adder not only saves \$25 on the first cost, but saves money every day you own it by preventing the mistakes and losses which continually result from using the old-fashioned cash drawer.

Consider *now* this saving of \$25. You can buy a Michigan No. 6 from your jobber or his salesman on his regular terms, just as you buy your goods. If they can't supply you write us direct, giving the name of the salesman who calls on you. We will gladly send you our new catalogue E 3, showing the complete line of Michigan Cash Registers.

**MICHIGAN CASH REGISTER COMPANY - - - Detroit, Mich.**

## The Day of Service



Other things being equal, the merchant who gives the best service gets the most trade. In addition to having the right goods at the right prices and treating customers politely, you must be prepared to accommodate them by prompt delivery of goods, or you will lose their trade to more enterprising competitors.

The low cost and great efficiency of the International Motor Truck makes it the ideal delivery wagon for groceries. With proper care it costs no more to keep than a horse and wagon, but it will do more than twice as much work. It is speedier than a horse, never gets tired, sick or lame; can work all day and all night if you want. Thousands are in use by successful merchants everywhere.

Write us and we will gladly send you our catalogue and literature showing the different styles now in use.

If you have been thinking over the question of motor truck delivery, and want more information, write us and we will give you the facts and figures.

## International Harvester Company of America

(Incorporated)

504 Harvester Building, Chicago, U. S. A.



# THE GROCERY MARKETS

## Tea.

The tea market is still dull and unchanged. Tea is selling every day, but in a small temporary way, and on some lines the market is in buyers' favor. Prices are nominally unchanged, but the extreme dullness is affecting values somewhat, even despite the comparatively small stocks.

## Coffee

The coffee market is showing some signs of recovery, although quotations on all grades of Rio and Santos are nominally unchanged. The market, however, will have a good ways to go before it gets back to where it was a couple of months ago. The demand for Brazils is not very heavy. Milds are about unchanged and in moderate demand. Java and Mocha are dull and unchanged, except that Javas are steady to firm by reason of scarcity in some lines. Brown Javas are constantly growing scarcer because the quicker shipment made by steamers, instead of the old sailing vessels, leaves insufficient time to brown up before arrival.

## Sugar.

The sugar market is weaker. Stocks of raws are piling up, and receipts in Cuba are especially large. Sales have been made during the week at a decline. Generally speaking, refined sugar is unchanged, but some of the New York refiners are shading five points. The demand is fair.

## Syrup and Molasses.

Glucose shows no change. Compound syrup is unchanged and very dull on account of the warm weather. Sugar syrup is particularly dull and so is molasses.

## Fish.

The mackerel situation during the week has not improved. The market is in buyer's favor, and the demand is light. Cod, hake and haddock are unchanged, in fair demand and steady. French sardines, speaking particularly of quarters, are now ruling about the highest price on record. Sales were made during the week at \$26 a case. The supply is very low and prices very firm. Norwegian sardines show no change for the week, but are

steady to firm. Domestic sardines are quiet and unchanged. No particular interest is taken in spot salmon, the market still being weak and in buyer's favor, particularly on Alaskan grades. Some packers are offering future salmon subject to approval of price, but buyers are not interested.

## Canned Goods.

Tomatoes show no change for the week, and very light demand. Stocks in jobbers' hands are very light, and if they all came into the market at once the market would almost certainly advance. Stocks in packers' hands seem to be closely cleaning up. Corn and peas, both spot and future, are quiet and unchanged. Apples quiet at ruling prices. California canned goods are unchanged and in seasonable demand. Small Eastern staple canned goods are moving moderately at unchanged prices.

## Dried Fruits.

Prunes are unchanged and in light demand. Size 40s are bringing a particularly heavy premium just now—about 2¼ cents. Large prunes are wanted, but the other sizes are not. Peaches and apricots are in light demand at steady prices. Raisins quiet and dull. Currants in seasonable demand and unchanged.

## Beans and Peas.

Domestic pea beans are unchanged and in fair request. Domestic marrows are on the same basis as for the last several months; demand fair. California limas show no change and fair demand. Green and Scotch peas dull at ruling prices.

## Butter.

The receipts of butter are very light, and the market is firm at an advance of 1 to 2 cents per pound over a week ago. The flood conditions in the West have tied up traffic considerably and large quantities of goods routed over the Southern route are held up somewhere and will be until the situation clears. The short make is another aggravating cause of the light supply. No adequate relief can be looked for for some time, and for the present it will be less a ques-

tion of price than of getting the goods.

## Eggs.

The Western conditions which have strengthened the butter market have done the same to the egg market, which has advanced about ½ cent during the week. The receipts continue fairly liberal, but the demand is very good and everything is cleaning up as fast as received. Until the roads open up the supply will be more or less short.

## Cheese.

The cheese market is dull and irregular at ½ cent decline. Owing to the still high prices the consumptive demand is light, and the prospects of early opening of the season have made producers and holders everywhere anxious to reduce their prices in order to clean up old stock. Before this can be fully accomplished values may have to go still lower. Under grade cheese is plenty and is selling considerably under the price of the best.

## Provisions.

Everything in smoked meats is firm at an advance of ¼ cent over a week ago. The consumptive demand is fair. Pure lard is firm at ¼ cent advance, and a good demand. Compound lard is steady and unchanged with a fair demand. Barreled pork, dried beef and canned meats are steady and unchanged with a seasonable demand.

## INDIVIDUAL MARKET REPORTS.

### Imported Fish Specialties.

Holland Herring.—The demand continues as dull as it has been last week, and with the approaching warm weather, we cannot look for further improvement now.

Scotch herring as far as good stuff is concerned, continues to sell very well, but the trade absolutely refuses to use those poor winter caught fish which have been coming here lately, and will not take them until nothing better is obtainable.

Norway Herring.—The demand continues in a hand-to-mouth way.

Imported oil sardines continue to sell very well. Of course stocks are very limited of French. Portuguese are very scarce, especially the boneless, and Norwegian sardines are scarcer than they have ever been, owing to the failure of

the catch. The catch in Norway will begin again about the middle of May, and we hope that we shall then have enough fishing to relieve the shortage.

Mackerel very much neglected. Our Irish agents report last week's shipments total 679 barrels, making a total shipment to date of 1912 Irish autumn mackerel of 3,079 barrels.

**STROHMEYER & ARPE Co.**  
New York.

### Evaporated Apples, Etc.

There is very little doing locally in the evaporated apple market. The dealers are getting some business from the domestic markets at fair prices, but carload trading is at a minimum. Practically no buying is being done by any of the European markets, and reports from there are very discouraging so far as new business is concerned for the next few weeks.

Prime quality in 50-pound boxes is quotable at 4⅞ to 5⅞ cents in carload lots, with cartons ½ cent per pound higher. Choice, 5¾ to 6 cents; fancy, 7 to 7½ cents.

Some business is being booked for 1913 crop, October-November shipment at 6⅜ cents f. o. b. for prime.

Raspberries are dull and neglected. Some good lots here and there could be picked up at 14½ to 15 cents.

**C. C. HALL.**

Rochester, N. Y.

### Rice.

The week has shown marked improvement in general conditions, and while from some quarters there are complaints of unsatisfactory business, yet in the main no one can deny that the outlook is better. There certainly is more disposition to give more attention to offerings so that while this may have been superinduced by a slight easing in prices, it is an evidence that prices are once more on an attractive basis. Of course this is naturally the case in regard to the Honduras grades, which are still regarded to be limited and quite inadequate for trade requirements. The general effect is therefore towards a strong tone, and with the return of the usual spring demand there is likely to be a slight stiffening in prices. Japan styles are still in ample supply, and while prices have eased a bit, this condition relates more to the lower or what are termed "export grades," rather than on the better qualities, which still command their full value. On the whole the market is by no means in an unhealthy condition,



and the situation rather one of encouragement, for with a definite adjustment of the tariff to the present needs of the country, it is practically conceded on every side that business will forge ahead far beyond recent anticipations. Collections have been slow, because there has been a disposition to hoard money, and without reason, for the farmers throughout the country are in good financial condition, and it has therefore been a condition based upon sentiment, due largely to that general feeling of apprehension which is apt to follow upon the entry of a new administration, especially of an opposite party. Advices from the South, along the Atlantic Coast, report unprecedented dullness, and the demand isasperatingly slow, on an easier range of values. This condition in reality affects only the lower grades. Unfortunately they are having too much rain, which retards planting, or preparation for it. At New Orleans slow movement still prevails, though the market is steady, and while there is a rather general complaint, there is a degree of comfort in the fact that it is not only rice, but the dullness appears to affect all sorts of merchandise. In the Interior—Southwest Louisiana, Texas and Arkansas—there are no special features to note. There has been considerable work done in the river parishes in the reparation of the lands, but little has as yet been done in the Southwest counties. Much of the land has been prepared, but bad weather has prevented the seeding, which is naturally likely to result in a late crop. This is regarded by holders as a good omen, in that it will operate favorably in disposing of the old crop" before the advent of the new."

Cables and correspondence from abroad note rough rice market weaker; "spot cleaned" steady; "forward Burma" quiet after a considerable business.

DAN TALMAGE'S SONS Co.  
New York and New Orleans.

#### Standard Canned Goods.

No. 1

There has been a general inquiry for spot tomatoes from all sections and quite some business has resulted. There has not been any change in price.

Cheap corn is still the popular seller. We have moved several blocks this past week, and while the general inquiry was for this class of corn, fancy grades were not overlooked.

As to prices of future tomatoes, it may be possible for packers to secure their raw stock this year at \$9 per ton against \$10 last year, but this is offset by the increased cost of supplies.

It is generally conceded that the actual cost of packing No. 3 standard tomatoes in cap cans this past year was 80 cents per dozen, so the packers who are quoting 82½ cents

# LOSING YOUR TIME AND HERS!



You could sell ARGO STARCH to *ten* customers in the time it takes to sell bulk starch to *one*, because when you handle ARGO STARCH there's no weighing, no wrapping, no tying—just



a neat carton to take from the shelf and hand out. You can sell ARGO STARCH and *nine other articles* to one customer in the time it would take to scoop, weigh, wrap and tie bulk starch. This means you can't afford to bother with bulk starch. ARGO STARCH is *clean* starch, it starches clothes *white*; we say so in our extensive advertising and sales come quick to the grocer who keeps ARGO STARCH well displayed.

**Corn Products Refining Company**  
**NEW YORK**



#### WHAT TO TELL CUSTOMERS

"ARGO STARCH is the clean and pure starch. The first time you use it you'll notice how much whiter your clothes look. Let me send it to you this week."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



per dozen for 1913 packing and willing to guarantee 100 per cent. delivery are about down to "rock bottom."

This has been an open winter, and it may be possible that we will experience a freakish spring.

There is also a big problem to face regarding sufficient and the right kind of labor for canning houses this year. It is needless for us to go into details, but all factories must be in a sanitary condition. There are many new requirements to be lived up to which mean an additional expense to the packers—prices are now within 2½ cents of the cost of production.

The tendency all over the corn growing sections is to cut the acreage from 25 to 50 per cent., which will mean a large curtailment of the pack and probably a short pack of fancy corn.

**WILLIAM SILVER & Co., Inc.**  
Aberdeen, Md.

No. 2

There was liberal buying of future tomatoes again last week, and the character of the trading in them was the same as it was in the previous two or three weeks, not in big blocks but in a steady demand for quantities ranging from one to four or five carloads, widely scattered over the same sections that began to buy futures early in February. Evidently the jobbers are gaining more confidence in the sta-

bility of the market value of the goods and in the outlook for the business in them during the season of 1913. The basic conditions governing the cost to produce the goods in the next canning season being firmly established, in all probability the canners are not overly anxious to sell futures at the quotations of to-day, and the big canners are holding aloof until the market prices harden, or until the growers show a disposition to yield somewhat in their demand for a higher price per ton than they obtained for the crop of 1912. All in all the prices of to-day for good, reliable brands, with responsible canners behind the contracts, favor the jobber rather than the canner.

Spot tomatoes were fairly active during last week, and for the month of March the volume of business done in them is probably above the average. The weather conditions in the East and South permit the shipping of canned goods without any danger of freezing on the road, which is usually to be feared at this time in the year, but it is an open question whether it has helped very much the consumption of the goods. The results of the admirable work and splendid advertising done by the "live wires" who have so energetically and faithfully pushed "Canned Foods Week" to the fore all over the country will be felt, directly and indirectly, throughout the whole trade, and they will be

increasingly appreciated as they are developed.

The consumption of spot corn has been greatly increased by the low prices prevailing this winter, and while the market shows no rallying power as to prices at this time, the bottom seems to have been reached, and a turn for the better may come sooner than is now expected. During last week the buying of the other lines of canned vegetables has been confined to actual requirements apparently, and there were no changes of more than ordinary interest. The opening of the lake and rail lines this week is expected to increase the demand from those markets benefited by their lower freight rates.

In the line of fruits the buying of pineapples was the only feature of interest. Sliced pineapples of all grades and sizes are pretty well cleaned up in Baltimore, and we will go into the next season with bare floors of that article. The orders for the other fruits were small and the market is dull and uninteresting. As yet there have been no inquiries for futures in any line of fruits.

The continued scarcity of and the high prices for the raw stock is causing a stronger market in Baltimore, as well as the markets south of us, and the prices are advancing. There can be no increase to speak of in the receipts of the raw stock this spring, because the

season for dredging oysters in the Chesapeake Bay closed, by law, last week. The canners will end the season's work with the smallest surplus stocks on hand than at any time in a long number of years.

**THOS. J. MEEHAN & Co.**  
Baltimore, Md.

#### Spices.

The market has been fairly active during the week, with very little change in values. The same uncertainty as to possible duties still prevails. Stocks are reported small on this side.

Black pepper declined sharply and has since recovered. Europe is about on a par with our market. White peppers are firm and in good demand.

Cloves.—Very active demand at steady prices. Our market is lower than Europe at present.

Pimento (Allspice) quoted at unchanged prices.

Mace.—Good grades are reported exceedingly scarce. Demand is fair at steady prices.

Nutmegs.—Demand fair. Prices unchanged. Present value we consider safe.

Cassias.—All grades are without change. Demand only fair. Will increase later on.

Gingers in moderate demand at unchanged prices. We consider it a good buy at present values.

Tapiocas are quiet at present and unchanged in price.

Seeds, Herbs, etc.—Prices are holding steady without any material changes. We have had but few cables during the last week owing to the Easter holidays abroad. Celery keeps firm. Caraway and poppy are unchanged.

**McCORMICK & Co., Inc.**  
Baltimore, Md.

#### MARKET NOTES.

Florida grapefruit is still comparatively cheap—\$2 to \$3. The demand is fair.

Hothouse cucumbers range from \$1.25 to \$1.50 per dozen and are in active movement. Floridas are worth \$3 to \$4 per box.

Florida eggplants range from \$1.75 to \$2.25 per crate, and the demand is good.

New Bermuda potatoes range from \$6.50 to \$7.50 per barrel, demand good.

#### CORRESPONDENCE.

**A Retailer Who Does Not Believe in Limited Prices.**

New Haven, Conn.,  
March 24, 1913.

To the Editor.

Dear Sir:—I follow all discussions in the "Grocery World and

# STEADY STAPLE PROFITABLE SELLERS



## Mason's White Dressing for White Shoes

## Mason's Tan Combination for Tan Shoes

are the biggest selling Shoe Dressings because the most satisfactory. The shoe trade sells MASON'S SHOE DRESSINGS because they are best and sell fastest: follow that example and PUSH THE SALE of Mason's. Don't stock your shelves with unknown and unsalable brands. Every customer you have uses shoe dressing—sell it to them; you can if you'll offer Mason's, because Mason's are so WELL KNOWN. Remember that these staple, fast selling shoe dressings pay you 75 per cent. profit; and, they are something everybody buys.

## JAS. S. MASON COMPANY

138-140 North Front Street

PHILADELPHIA

#### WHAT TO TELL CUSTOMERS

"This White Dressing of Mason's has fairly swept the country, because it is the finest dressing for white shoes ever discovered. Try it!"

**This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants**





General Merchant' with interest and sometimes think I'd like to put in a word, for instance, personally I don't believe in limited prices. My idea of it is that it is the same and answers the same purpose as a combination in restraint of trade, only you have to join whether you want to or not. Sometimes, that is, heretofore, but perhaps not hereafter. For instance, the grocery business is about as public a business as any private business can be. Anybody can go to it—many do—some stay. You can do as you please, or I afford, about your location, your store fitting, your advertising, your window dressing, your store managing, your credit, your way of doing business, and your figuring on necessary profit that you may "stay," and as to degree of accommodation or "beauty" of service which you will give. Almost all of it you can figure out to suit yourself, and if you can't figure right you can get out. Now I don't think any manufacturer or dealer has any more right to fix the profit or selling price on goods, except his own profit of course, than he has to fix the style of the store and service rendered. Of course these things all vary very much with locality, etc. A store that does not give credit or deliver goods should not be compelled to charge customers for services not rendered. A combination of corn dealers to compel all corn cake manufacturers to charge a certain same amount for goods would amount to the same thing, it would not be lawful.

I admit, however, that it would be all right for the law to not sanction the sale of any regular goods in proper condition at retail at or less than wholesale price, for that is not competition; it's more like a bath to somebody.

I like the market quotations in the "Grocery World and General Merchant," opening prices of all goods in all parts of this country and foreign countries, on goods coming here and size of crops and probabilities in the future of all things—correct information and good advice and all reports of frauds, etc., being worked and all information as to pure food laws, etc.

Here is a gratuitous suggestion: there is just one thing that this United States Government could do that would be a blessing to about everybody in the retail business of all kinds and a hardship to no one. As they are about to change the size of our paper currency, if they could only totally abolish the dearn two dollar bill. I am yet to hear of any excuse for its retention, and in talking with men in all lines of business I find it is considered as superfluous as the two-cent piece or the half or three-cent piece in this part of the country.

Yours truly,

S. C. DEMING.



## Let the Chocolate Wizard Help You Win the Money

WILBUR'S COCOA is so well advertised and so well liked by the public that you can easily increase your sales of it if you make the effort.

The right way to sell more of WILBUR'S COCOA is to encourage your customers to use it for *COOKING* and *CAKE BAKING*, as well as for *DRINKING*. WILBUR'S COCOA is a substantial food, as well as a delicious beverage, and our Recipe Booklet shows 59 ways of using it. When you teach your customers to use WILBUR'S COCOA in Cake Baking and Candy Making they will use many times as much as if using it for drinking only; this means they will buy *POUND* and *HALF POUND* cans, instead of *QUARTER POUNDS*, and buy *OFTENER*. This increased trade is well worth working for—WILBUR'S COCOA pays you a good profit and its flavor is so delicious your customers will *KEEP ON BUYING*, once you start them, so increased trade on WILBUR'S COCOA is *PERMANENT* trade.

**H. O. WILBUR & SONS, Inc.**  
PHILADELPHIA



### WHAT TO TELL CUSTOMERS

"WILBUR'S COCOA doesn't have to be grated or cooked. You can make a cake with it, icing and all, in less time than it takes to make the icing alone out of chocolate."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## Baker's Cocoa and Chocolate Preparations are Standard



Registered  
U. S. Pat. Off.

being absolutely pure,  
fulfilling **ALL THE**  
**REQUIREMENTS** of  
the **Pure Food Laws**.  
Grocers assume no risk  
in handling these goods  
as the demand for them  
is constant.

MADE ONLY BY

**Walter Baker & Co. Ltd.**

Established 1780

**DORCHESTER, MASS.**

## What Pleases Your Customers Profits You

When a customer once  
learns that she will get uni-  
form results and better bread-  
stuffs by using

### FLEISCHMANN'S YEAST

your sales of butter, eggs,  
flour, sugar and like products  
used in baking will go up  
along with your sales of our  
Yeast. This is worth while,  
isn't it?

**The Fleischmann Co.** New York  
City

These trade-mark crisscross lines on every package  
**Cresco Grits and Barley**  
**Crystals** BREAKFAST AND DESSERT  
CEREAL FOODS  
FOR CASES OF STOMACH, INTESTINE, KIDNEY AND LIVER TROUBLES  
Delicious foods for sick or well.  
Unlike other cereals. Ask doctors. For book or sample, write  
**FARWELL & RHINES, WATERTOWN, N. Y., U. S. A.**

## MANY GROCERS

Find it pays them to read the  
"good stuff" in

**The Advertising World**  
**Columbus, Ohio**

Sample free, or four months' trial for 10 cents

PUSH YOUR OWN BRAND OF

## Peanut Butter

We will pack the best quality under your  
**OWN PRIVATE LABEL** in vacuumized  
glass drinking tumblers; also Mason jars,  
cans or pails.

**Upham, Miller Co.**

**NEW YORK**

Manufacturers, Importers and Packers of  
Food Products of the Finest and Most Ex-  
clusive Grocers in America.

## Window Lighting in the Grocery Store

¶ A shop window is a splen-  
did advertisement only when  
the goods in it are properly  
displayed and properly illum-  
inated.

¶ The illumination of a shop  
window is seldom, if ever,  
right unless the source of  
light is concealed, and the  
only illuminant which can be  
successfully used to obtain  
this effect is Electricity.

¶ We will design an effective  
method of lighting your  
Grocery Store and windows  
without charge. Consult

**The Philadelphia Electric  
Company**

TENTH AND CHESTNUT STS.

## Something New in Prunes



¶ A fancy grade  
of selected prunes,  
packed in a sealed  
package that  
keeps them clean,  
moist, fresh and  
dustless—**U-SAY**  
**SELECTED SUN-**  
**CURED SANI-**  
**TARY PRUNES.**

The only prunes that  
can be satisfactorily  
handled all the year  
'round. Packed in five  
sizes, retailing at 10, 12,  
15, 25 and 60 cents.  
Fine retail profit.

¶ Consumers buy these  
instantly, their advan-  
tages are so obvious.  
One advantage is abso-  
lutely full weights.  
Write.

**BEH & HERTER**

SALES AGENTS

140 Franklin St., New York

Contributed.

## American Groceries in War- ridden Turkey.

Consul General Says Our Fresh Fruits  
and Canned Goods Sell Well Over  
There. Turkish Grocers Curiously  
Pack Canned Goods in Spare Hours.

Special Correspondence of "Grocery World  
and General Merchant."

Constantinople, Turkey,

March 1, 1913.

Between 800 and 1,000 cases  
of California peaches, pears, apri-  
cots, plums and grapes are im-  
ported into the Constantinople  
market yearly. Of these fruits  
the best sellers are peaches, pears  
and apricots. About 750 cases of  
the first, second and third qual-  
ities are sold annually by the  
four largest wholesale and retail  
grocers in Constantinople, and  
the remainder, comprising fruits  
of the fourth and fifth grades, are  
sold by the smaller dealers, who  
cater to the poorer classes of  
trade.

Peaches, apricots and pears, in  
case of 24 3-pound or 48 1½-  
pound tins cost the local import-  
er, c. i. f. Constantinople, \$2.75  
to \$5 per case, according to the  
quality of the fruit.

The large retail grocery stores  
sell the full tins, best grades, for  
30 cents and the half tins for  
18 cents. The cheapest grades  
retail for 18 and 10 cents for full  
and half tins, respectively. Canned  
pineapple from Singa-  
pore, whole and in small pieces  
(Climax brand), and whole pine-  
apple put up under Crosse &  
Blackwell's label (origin of fruit  
not known) retail for 20 cents a  
tin, and Canadian canned apples  
in 7-pound tins cost the consum-  
er 40 cents.

There are practically no jellies  
and preserves of American origin  
imported into this market. The  
jellies, preserves and marmalades  
are of either English or French  
manufacture, principally the for-  
mer. The imported canned vege-  
tables come mostly from France,  
Germany, the Netherlands and  
the United States. The principal  
canned vegetables of American  
production are tomatoes, string  
beans, sweet corn and baked  
beans. About 300 cases of  
American canned sweet corn im-  
ported under several different la-  
bels are brought annually into  
Constantinople. Crown tomatoes  
and string beans cost the con-

sumer 14 cents, baked beans 22  
cents and sweet corn 16 cents a  
tin.

Practically all of the canned  
goods of American origin are  
shipped from American ports via  
Liverpool and other English  
cities. Very few consignments  
are shipped via Hamburg. In  
Liverpool large quantities may  
be kept in stock by distributors  
and reshipped in small lots. The  
leading local merchants purchase  
their supply of canned goods  
from Liverpool and London dis-  
tributors in 50 to 150 case lots.

The best manner in which to in-  
troduce canned goods into this mar-  
ket is through the appointment of  
a local agent who can show price  
lists, catalogues and samples to the  
trade, quoting delivered prices and  
the duration of the voyage, and who  
can combine all his orders in one  
direct shipment of 500 cases or  
more, consigned to himself and to  
be distributed by him to the local  
trade. A local dealer states that  
he recently placed an order with an  
American firm for 125 cases of  
canned goods, but that he would  
have purchased three times the  
amount had he had more concis-  
information concerning the dura-  
tion of the voyage and the ability  
of the American manufacturer to  
fill the order without delay.

The direct voyage between New  
York and Constantinople, under or-  
dinary circumstances, should not  
take over a month. The freight  
rate between Atlantic ports and  
Marmora and Black Sea ports  
subject to change, is now \$9.11 pe-  
ton, or approximately 30 cents pe-  
standard case. Through rates from  
interior points of America to port  
in this territory will be quoted to  
interested shippers by the New  
York agents of the steamship line  
accepting goods for this district.  
The import duty on all goods im-  
ported into Turkey is 11 per cent  
ad valorem.

Orientals are especially great  
lovers of fruit and vegetables, and  
do not wish to be without them  
on their table, even in winter, and  
when nature gives them nothing  
fresh in this line they take to  
canned goods and preserves. The  
consumption of these is very  
great and is supplied partly by  
local manufacture and partly by  
imports from abroad. Turkey  
produces vegetables in abun-  
dant, especially in the vicinity  
of the sea coast, and consequently



There is no lack of raw products in the canning industry. The Turkish vegetables differ greatly, however, as regards their value. They are not as good as the fine German and French varieties.

Among others, the bakkals, or pickers, engage in the preserving of vegetables in their free hours. The apprentices and assistants are required to prepare them, when they have nothing else to do, and they are cooked in an old petroleum tin in a corner of the store and then sealed in cans weighing an oke (2.8 pounds) each. These canned vegetables, usually, are not the best which could be desired; they are poor quality, badly prepared and cooked, but, on the other hand, very cheap, and the buyers do not desire anything better. Of course, vegetables cooked and prepared in such an imperfect manner do not keep long. Of vegetables growing here the following are canned in the way mentioned: Beans, peas, bannias, tomatoes, artichokes, etc. The price varies from 2 to 2½ piasters (4-5 to 11 cents) per can.

Tomato ketchup or sauce, which is made here in great quantities, is deserving of especial attention. The Orientals are especially fond of tomatoes, which they relish in every imaginable way—raw, as a salad in slices, filled with rice and fat, and baked. They are also added as a seasoning to most dishes, even to roasted meats. Even the meat which is roasted on spits must be crowned on top by a full tomato. In order not to be obliged to relinquish the tomato in winter, it is made into ketchup during the summer. The ripe fruit is crushed in a press, and the mush is then allowed to ferment. Then it is pressed through coarse cloths and is hung in loosely woven sacks to drip. Finally it is laid in thin layers on boards and cloths, in order that it may dry thoroughly in the air and in the sun. As soon as the marrow has thus become hardened it is packed in receptacles, which are made air-tight by a layer of fat. This ketchup or sauce is used as a seasoning and flavoring for meats.

G. BIE RAVNDAL,  
Consul-General.

Florida peas are still rather high, though somewhat lower than a few weeks ago. The present price is \$3 to \$4.



## Speak to Customers About Banner Lye

**Banner Lye** should be used regularly to disinfect kitchen sinks, bath-room and closet traps and wastepipes, to remove odors from outhouses, chicken coops, damp cellars, barns, stables, in fact, it has dozens of uses as a protector of health. A weak solution will cleanse refrigerators and prevent the accumulation of foul matter that taints butter, milk, etc. **Banner Lye** is used for more kinds of cleansing than any other article you sell, therefore you should *sell more of it*, and you will if you'll call it to the attention of your customers.

### THE PENN CHEMICAL WORKS

Philadelphia, Penna.

#### WHAT TO TELL CUSTOMERS

"BANNER LYE is a household 'Health Protector,' the greatest cleanser and disinfectant manufactured. It's handy to use because of the sifter top can. Let me send you some this week?"



This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## Satisfactory and Profitable Frehofer's Egg Elbow Macaroni

pays the grocer a nice profit and pleases his customers. It's a high grade, pure food, made of *real eggs* and *fine quality farina*, in a clean, sunlit, *American* factory.

Tell your customers it's the most tender and delicious macaroni they ever ate, because, once you get them started, they'll buy it all the time, and that means a steady stream of sales and profits for you. Selling FREIHOFFER'S EGG ELBOW MACARONI also leads to the sale of FREIHOFFER'S SPAGHETTI, PASTELS and NOODLES, all clean, *American* made, profitable goods.

### Freihofer Baking Company, Philadelphia

#### WHAT TO TELL CUSTOMERS

"I want to please you, so I'm going to ask you to try FREIHOFFER'S EGG MACARONI; it's the tenderest, most delicious, best flavored you ever tasted."



This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s  
Department Food Stores, Dover, N. J.

Canned Foods Week is the beginning of endless weeks. People will begin using such out of the way vegetables as spinach, beets, pumpkin, okra, etc., and will find these things so different—so very different from what they expected that their use will be handed down to future generations. Women need a good talking to. It isn't that they mean to be obstinate. It isn't that they're mulish or self-assertive. They're just like we were as Stand Patters before the Progressive Parties thundered big modern ideas into our heads. Mother and grandmother had these discreet daughters schooled to a *limit* on canned stuff.

The time to unschool them has come and we are on the eve of a Canned Foods Selling Revolution. Make the biggest show of canned foods you ever dreamed of and put a leaflet in every package, every box of goods sent out no matter if you duplicate these fifty times; fifty reminders would be great.

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**Counting the Chickens.**—We used to be told "Never count the chickens before they are hatched." Meaning don't count on a good

thing 'till you get it. Don't you go much on that philosophy. It's exploded. Count on things. Fully expect things. Observe things. The hatching will come out all right if you're not too exact about fixing the date. The old hen doesn't look for any results over night. She sits and she sits and then she doesn't sit. Lots of young fellows fail because they don't practice this chicken counting propensity. But that word "deserve" must be the factor in the case. You aren't going to have success served up to you in a gold platter with some one coaxing you to accept it. It means work and thought. It means honest, clean, sober, manly living. And it means "counting the chickens."

\*\*\*

**"Confide in the Boss."**—Next to your own your best friend is the boss. He may not show it. He may not be the embracing kind—few bosses are. But he has your interest at heart if you have his and you'll find him a mighty good friend to confide in. More or less trouble comes into the life of most young men financial and otherwise.

Tell it to the boss. He'll hear of it anyway and if you let him in first the thing won't sound nearly as bad to him. It has cost many a fellow his position by ignoring this confidence. Another thing is every instance where you may be offered what you consider a better position *don't decide* 'till you talk it over with him. His experience of men and conditions is wider and more matured than yours and if he likes you his advice will be valuable.

\*\*\*

**Stand That Broom Handle Down** so you can show the good points. There's a lot in that. Show that it is tied five times with heavy cord. Ask her to notice how solid and uniform the corn is and you'll observe that it isn't knotty nor it isn't brittle nor ragged and the strands aren't split. Some women are as fussy about a new broom as they are about a new hat.

Keep a cheap broom on the floor so long as her limit is 30 cents. It's good enough all right for the money, only close inspection is apt to be discouraging and you're liable to lose the sale.

Written for the "Grocery World and General Merchant."

**Thinks Ten Cent Candy Department a Good Idea for Grocers and General Storekeepers.**

**Western Contributor Says Manufacturer Got Rich Catering to This Demand.**

In hundreds and hundreds of grocery and general stores the quickest turning line is that which

is found in the 10-cent candy counter.

In other words, more sales are made, and more patrons waited upon, at this counter than at any other department of the store.

And the buyers are not confined to children. Men, women, boys and girls—all are patrons, a fact that means just this. The candy counter has an all pervading appeal, and a 10-cent candy counter particularly so.

Many merchants may have wondered at the sudden rise and prosperity of a big Western candy factory, but the explanation is simple enough. These people simply broke away from the beaten path followed by so many makers of high-grade sweets, abandoned one pound, two pound and five pound boxes, in favor of the same grade of goods put up in 10-cent cartons.

The success of this factory has created many imitators until 10-cent candies can be purchased in thousands of stores.

And here's the result: Consumers are being trained in the 10-cent candy habit. Instead of buying only when they can afford a dollar box and then eating until they were sick of the sight of candy, they now buy a neat 10-cent bag or box and eat only enough to whet the appetite for more.

Chocolates, bon bons, satin finished candies, kisses, jellies, fruit tablets, marshmallows, taffies, and many other kinds are now being specialized at 10 cents, so that the combined pull of advertising is very considerable.

A. P.

Chicago, Ill., March 27, 1913.



## How to Co-Operate

This week is known as "National Canned Foods Week"—March 31st to April 6th. The object is to make a special effort to sell Canned Food Products. Why this week more than every week, we cannot say; however, get in line, it is a good thing, push it along.



**SYRUPS**—Always "harping" on this line, it is one of our specialties. We aim to keep our well-known brands up to the standard, meet the market in prices and guarantee satisfaction. Royal Table Syrup, a great favorite; Challenge, Gilt Edge, Quaker City, King "B" Drips, White Clover, Extra Amber, Crescent, Cruiser Brand, etc. A full line of Sugar Syrups and New Orleans Molasses. Buy of us.

**CANNED TOMATOES**—A concerted effort is being made this week to familiarize the consumers with the wholesomeness and great economy of Canned Foods. We know of no canned vegetable more popular than Tomatoes. Fancy N. J. Stock Cruiser Brand, extra weight cans, per doz., \$1.25; Blue Bell, sanitary tins, per doz., \$1.05; Whole Frying Tomatoes, per doz., \$1.30; Quaker City Extra Standard, at 95c.; Scarborough Castle, at 92c.; Joppo Brand, at 90c.; Dinner Bell, at 87c.; Scotch Brand, at 85c. Buy an assortment and make a display.

**CANNED GOODS**—The whole line with possibly a few exceptions is low, get your trade interested and reduce the cost of living. Corn from 55c. a doz. to \$1.20; a Fancy Maine Style Crushed, at 75c.; Canned Peas from \$1.00 a doz. to \$1.95; a choice E. J. Pea, at \$1.15; Canned Beets, at 95c. to \$1.15; String Beans, at 60c. to 75c. Canned Fruit cheap: Cal. Peaches from \$1.50 to \$2.25; Star W. Lemon Cling Peaches, in syrup, per doz., \$1.60. Make an effort to sell Canned Goods, it will pay you.

**KIRK, FOSTER & CO.**

WHOLESALE  
GROCERS 209

NORTH WATER STREET  
PHILADELPHIA - PENNSYLVANIA





## Continental Safety Egg Cartons are the Only Practical Egg Cartons

First: They prevent breakage, because each egg is firmly gripped in a cushion-like nest, and this secures your full profit.

Second: They are quickly and easily filled and fastened.

Third: Each carton has its own string and fastener attached to it, thus saving time and string.

*Packed flat, 250 to the case*

*Ask your jobber or write us for FREE sample*

### CONTINENTAL PAPER BAGS

"There's a Continental Paper Bag for every paper bag purpose," and our name on a bag carries with it the quality guarantee of the biggest paper mills in the world. Let us quote prices on the grade of bags you are now using.

**COFFEE BAGS:** Let us show you how to make a reputation for your coffee and increase your sales by using bags that will retain the fresh roasted flavor and aroma.

*Write us for samples and prices*

Write us for sample of our new specially designed Parcel Post package which meets every requirement of the postal authorities for shipping eggs by mail with absolute protection against breakage.



**Continental Paper Bag Co.**  
**WHITEHALL BUILDING, NEW YORK**





## The Coffee Drinker's Difficulty

As between many varieties, coffee is just coffee, and the consumer who wants some new flavor seeks long before she finds it.

**Private Estate Coffee** will give it to her, for it consists very largely of Mexican coffee, a grade which isn't found in most package coffees. **Private Estate Coffee** is a rich, smooth, heavy-bodied drink. Distinctive and satisfying to the last drop.

This is a strong talking point—another is the striking one-pound burlap bags in which **Private Estate Coffee** is packed. It looks so much more like the real thing than tin or pasteboard, that consumers are always attracted by it.

Price to you, 28 cents per pound. Also packed in one and three-pound tins.

### Private Estate Coffee Co.

Successors to F. A. CAUCHOIS & CO.

FULTON MILLS

21-23-25 Fulton Street  
NEW YORK CITY

## THE STROLLER'S COLUMN



### Counting Up What Easter Brought.

Ain't it funny, with all the kicking about there being no decent money in the grocery business, that it's so hard for us to see places where we could make more money than we do?

I swan I can't understand it.

I stayed out until Good Friday and went out again on Monday. I kept count of the number of customers I called on in that week, and there were sixty-five. Every one of 'em I asked how their Easter trade was, and at night when I had a little time I put down what they said in a little book.

When I had it all down I read it over and by the holy gee I sure was surprised.

Just forty-nine of those fellows had walked by a bag of good gold bucks, lying right on the ground where they couldn't help but see it!

Sixteen had done some extra Easter trade, some more and some less, but only one had whooped the thing up like it could be whooped up.

I don't know whether you fellows have ever waked up to the fact that the grocer has come to be a big man in darned near every holiday we have. No matter how religious the thing's supposed to be, we've all got so we look on it as an excuse to stuff. Run over 'em—there ain't one which don't bring some special eats.

Easter's just like all the rest. As soon as we hear that Christ has risen we all sit down and eat ham and eggs. Seems like a big joke to me. Some of us celebrate it by tanking up on egg nogg. While it's funny, it's rotten, too—we ought to keep our tummies out of it. That ain't what such things are for.

All the same, that's the situation, and it's up to the grocer to make all the money out of it that he can. How many of 'em do it? Blamed few—I only found sixteen out of my sixty-five.

After I'd get through talking business with these fellows I'd ask 'em all: "How's your Easter trade been?" Most of 'em said: "Oh, I didn't notice any difference. Easter don't mean much to us."

I didn't fight with 'em about it. I didn't even whisper that it was their own fault. I just set down what they said in the little book.

Of the sixteen that tried to do something, a few put in some Easter egg dyes and some chocolate eggs, set up only on their shelves, or their counters and if anybody asked for 'em they sold 'em. A few more had a special sale of hams and made a bit that way. Most of 'em seemed to understand that there was a chance to do something, but they went at it in a half-hearted way.

Gee whiz!

One of 'em—the one that I said really whooped her up—told me he had his scheme all blocked out a month ahead. About ten days before Easter he started in to advertise and push, and he kept this up until the day.

He got in a little lot of special hams—better than his regular hams, and he sold 'em at three cents a pound more. He cut one in the window and boomed 'em for all he was worth for slicing. Everybody that came in the store was told about 'em and he said he sold 75 per cent. of his customers.

He had an egg dye display in his window—had his little girl dye a lot of eggs and showed 'em, with a sign: "A 12-year-old Child Dyed These Eggs with Master Dyes." Seems to me the habit of dyeing your Easter eggs has sort of gone out of fashion—people would rather blow in money for these cheap chocolate eggs with real clay filling.

"Last Easter I'll bet I didn't sell a dozen packages of dye," this grocer told me. "This year I wouldn't

have sold any, if I hadn't pushed them. As it was, I sold about a gross. Those little things pay a good profit, too."

"What else did you do?" I said.

"I put in a little lot of Easter baskets. For kids. They were made up to look like nests; had candy eggs and rabbits in. How many of the baskets did we sell Jim?" he called out to his hearer.

"About forty," said Jim.

"They all help," said the grocer.

"We sold a big lot of those cocoanut eggs," put in Jim.

"Oh, yes, I forgot about them. I contracted for a lot of pure sugar and cocoanut eggs with chocolate and lemon coatings, and I made a big talk about them as being eggs children could eat without getting sick. I put in one of my ads, 'Don't Be Afraid to Let the Kids Eat These.' Why we had a splendid sale on them right along."

"Did you tell him about the plants?" said Jim.

"No, I didn't. I got about forty potted plants at a good price from a florist over here in — who was afraid he had more than he could sell. I sold 'em at half a dollar apiece and could have sold twice as many. I didn't even get one for myself—my wife went on about it."

Now how does all that strike you? D'ye see anything here that anybody couldn't do? I happened to mention the plants to another grocer, and he poohhooed 'em.

"There isn't any place in a grocery store for those things!" he said.

"By George," I said, "there'd be a place in mine for 'em if I could make a dollar. If I had a grocery store I'd sell anything I could sell if it was little white coffins for dead cats!"

I mean it, too.

THE STROLLER.



# Dealers and Consumers Recognize Welch's as the Standard in Grape Juice

There are two reasons why Welch's is the standard. The first is that we have always insisted on the highest quality and the utmost purity in its production. The second is that we have by liberal advertising educated the public with regard to the excellence of

## Welch's

*"The National Drink"*

When Grape Juice is mentioned Welch's at once suggests itself. It has a permanent place in public favor. The moment you put Welch's in your store you begin to get your share of the benefit of our advertising.

We always pay more than the market price for grapes. Last Fall the grapes did not ripen as evenly as usual. We paid \$35 a ton for our grapes, thus securing the pick of the crop. This was about \$10 per ton more than was paid by others. I will explain why we are justified in claiming superior quality for Welch's.

We create the demand for Welch's. It will be to your interest to supply it. Your old customers know Welch's and will be glad to have you furnish it. Our advertising will send new customers to you.

Attractive and attention-compelling display advertising will be supplied to dealers who are pushing Welch's. If you are considering Welch's, mention the fact to us, when you write.

SEND FOR OUR PROPOSITION

**THE WELCH GRAPE JUICE COMPANY**

WESTFIELD, NEW YORK



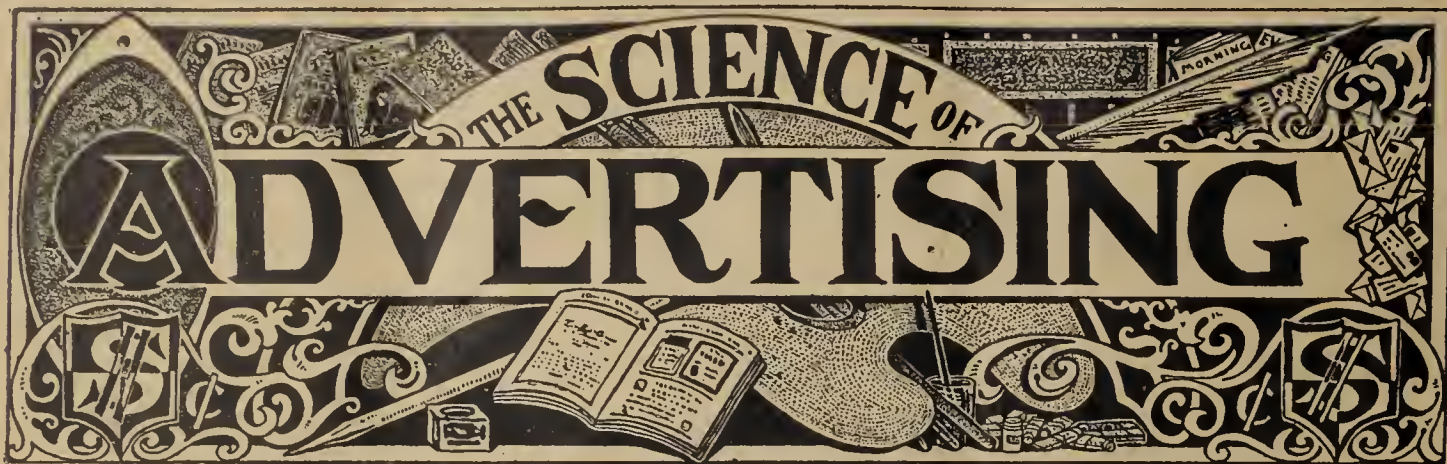
## What's Your Time Worth?

Any man who is worth the room he takes up in a grocery store can find something more profitable to do, even in his spare time, than putting sugar in bags. Add to the waste of energy the cost of bags and twine and the loss from overweight, and you'll see why it's a losing proposition. The right way to handle sugar is in **Franklin Cartons**, because **Franklin Carton Sugar** is ready to sell when you get it; no scoop, no scales, no bags, no twine, no bother, no loss, but a neat carton that's a pleasure to handle. All the fast-selling grades of sugar are packed in **Franklin Cartons**—Granulated, Powdered, Confectioners' XXXX, Dessert and Table, Cube—and you can buy to suit your convenience in containers of 24, 48, 60 and 120 lbs.

**THE FRANKLIN SUGAR REFINING COMPANY, Philadelphia**

"Your customers know FRANKLIN CARTON SUGAR means CLEAN SUGAR"





North Lewisburg, Ohio,  
March 3, 1913.  
Editor "Science of Advertising."

Dear Sir:—Through the local agent we received a copy of the "Grocery World and General Merchant" and noticed the comment in the "Science of Advertising" columns. We are grocery merchants in a small town of 900 and have been running a three-column ad. in our local weekly paper for over two years. We have had for our aim Quality, Good Service and Fair Prices, and it has gained us business. We are inclosing two of our late ads. for your insertion and comment if you so desire. If you desire it we can give you an article on "What Three Years of Advertising Quality Groceries Has Done in a Small Town."

Yours truly,  
FISHER & CO.

The advertisement enclosed filled three full columns and appeared to have been inserted on the first page of the local paper. The advertisement is too large to reproduce in very large size, but I have had it crowded into a small space and photographed.

\*\*\*

This advertisement is not very well set. The resources of a country newspaper office are never very large, and I suppose they were somewhat severely taxed to set this advertisement. That is why practically the entire advertisement was set in the same boldface type, and why the effect is so flat. So much improvement could be made in this advertisement, by the use of different type, that I sort of ache to get at it. I know that as much difference could be made here as exists between a school boy's crude drawing and an oil painting by a master.

\*\*\*

One thing I could do with different type and a different arrangement of it, is to cut down the amount of space used, without cutting down the matter in it. There is no difference in conspicuousness and effectiveness between an advertisement filling three columns, and an advertisement filling three-fourths of the length of three columns. There is, however, a very considerable difference in the cost.

Everything In Good Eatings

EXTRA  
is  
SPICY  
Heinz  
TOMATO  
RELISH  
Made from the best  
Tomatoes and  
Purest of Spices  
PER BOTTLE

25¢

AT  
FISHERS  
(QUALITY)  
STORE  
WE  
Always have something to  
tempt your  
APPETITE

Mixed  
VEGETABLES  
for  
SOUP  
Contains:  
Cabbage, Carrots, Onions,  
Tomatoes, Corn, Celery,  
Beans Etc.  
EVERYTHING in  
it to make it good  
PER CAN

10¢

KESSLER'S YEAST 5C PKG.

LENTEN  
SAGINAW BAY HERRING  
Nice Size  
Per Lb

6¢

HERRING  
6 Lb Buckets  
Each

45¢

MACKEREL  
Fancy Irish 1lb Fish  
Each

10¢

CODFISH  
In the chunk extra good  
Per Lb

15¢

BREAKFAST ROE  
Old Virginia or Clupeoid Brand  
Per Can

15¢

USE  
WOOL SOAP  
in washing woollens  
Easier work and  
makes them cleaner  
Bar

5¢

BUCKWHEAT 4c lb

Loeks:  
GERMAN  
Mustard  
Not like the ordin-  
ary kind  
Genuine Hot  
Per Bottle

10¢

ROLLED OATS 4c lb

DRIED FRUIT  
Peaches  
Extra Fancy 15c lb  
Fancy 12c lb

PRUNES  
Fancy 50-60 12c lb

APRICOTS  
Fancy 17c lb

CORN MEAL 2c lb

SWIFTS  
PRIDE  
Lanndry Soap  
Large Bar  
and  
well seasoned  
7 BARS 25c

BULK GRAHAM CRACKERS PER LB 10¢

SWEET POTATOES 5c lb

ONIONS (Spanish) 5c lb

LETTUCE 25c lb

CELERY 10c stock

APPLES  
Fancy New York  
BALDWIN'S  
Per pk 50c

CRACKERS  
PREMIUM SODAS, SALTED  
Nice and crisp and they have  
the "WANT MORE" TASTE  
They come packed in 7 to 8  
lb cans, a nice way to buy  
them.  
"ALWAYS FRESH"  
Per lb 10c

Saturday Feb. 15, 1913.

FISHER & CO.  
PHONE US YOUR ORDER

Fisher & Co. say in their letter that they are doing quality advertising. I don't see how they can do much quality advertising merely by naming an article and giving its price, as they have done through the greater part of this advertisement. For quality advertising should radically change this method of advertising. I should advertise only as many things as I had room to talk about. I wish I could convince advertisers that there is only one way in which "Buckwheat, 4c lb." can amount to anything as advertising, and that is as an advertisement of price only. If the established price of buckwheat in the community has been 6 cents or 7 cents, then an advertisement of buckwheat at 4 cents should get some results. That, however, is not the kind of advertising which Fisher & Co. say they are doing. I believe this firm will get better results if they change their way of arranging their advertising. There doesn't appear to be any good reason for making one panel twice as wide as the other; the advertisement would have looked much better if the space had been divided in the middle. The heading also would have looked better had those two squares been left out and a straight introduction been run clear across the three columns.

\*\*\*

In the other advertisement sent an attempt has been made to be ornamental and elaborate in the introduction. The word "Hors Radish" has been set in a sort of up-and-down stairs effect. This ought never to be. An advertisement should be as plain as a pip-stem.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Florida beans are high by reason of scarcity of good stock. Almost anything will bring \$3 and fancy stock commands \$5. The floods in Florida have made bean rusty and dirty.





## Not So Peculiar After All

¶ **GURNSE** butter always seems to show a little added boom at times when the butter market is high. It appears as if people were particularly careful then to see that if they had to pay high prices, they should get full value for their money.

¶ Here comes an extreme statement:—No consumer, so far as we know, has ever been disappointed in **GURNSE** butter. It is wholly impossible that he could be, for it touches the very highest possible grade of fancy dairy butter, and the quality is kept uniform throughout the year at an enormous expense of care and watchfulness.

¶ No better butter is or can be made. Wrapped in brine-dipped parchment, and sealed in carton.

Packed in 20, 30 and 50-pound boxes — pounds and half pounds — 44 cents  
Prices subject to market changes.

**P. F. BROWN & CO.** 39-41-43 SOUTH FRONT STREET  
PHILADELPHIA, PA.



## When You Sell Hooton's Cocoa

you can depend on the **Fine Quality, Rich Flavor and Big Money's Worth** to please your customers and bring them back again and again. On account of this steady-selling, repeating quality of **HOOTON'S COCOA**, we are able to make you an introductory offer so much to your advantage, it will pay you to write us for particulars.



THERE'S  
MONEY  
IN IT  
FOR  
YOU

## Babbitt's Cleanser

Keep Babbitt's Cleanser on Your Shelves Where Customers Can Always See It

**BABBITT'S CLEANSER** is one of those articles that will sell itself if displayed; therefore, be sure you always have it prominently displayed on your shelves where your customers can see its attractive packages. They'll buy it if they see it and you want them to buy it because

"There's money in it for you"

**B. T. Babbitt, Inc.**  
New York



Will you add your name to the list of 5,000 live, progressive Grocers who are going to observe

## California Raisin Day

**WEDNESDAY, APRIL 30th ?**

To 5,000 progressive grocers the California Raisin Day Committee will send a complete plan for observing Raisin Day and securing results that will be gratifying to those participating. This plan is more complete this year than ever before and is absolutely **FREE** to all who will make use of it. A national campaign is being carried on. Make it benefit you.

**Our FREE PLAN** gives full information of how to get results without cost

The **FREE PLAN** consists of pennants, window cards and posters, all hand-somely lithographed, raisin recipes, stickers, etc., with suggestions for using them. Copy for an advertising campaign will also be included and directions for trimming windows. It will attract much attention to your store.

Send for this **FREE PLAN** at once, so that you will reap the full advantage of using it. Be sure that you have plenty of raisins on hand, for the demand has been greatly stimulated. Only 5,000 plans will be sent out, so make sure that you are included among the firms to which they will be sent.

**California Raisin Day Committee**  
FRESNO, CAL.

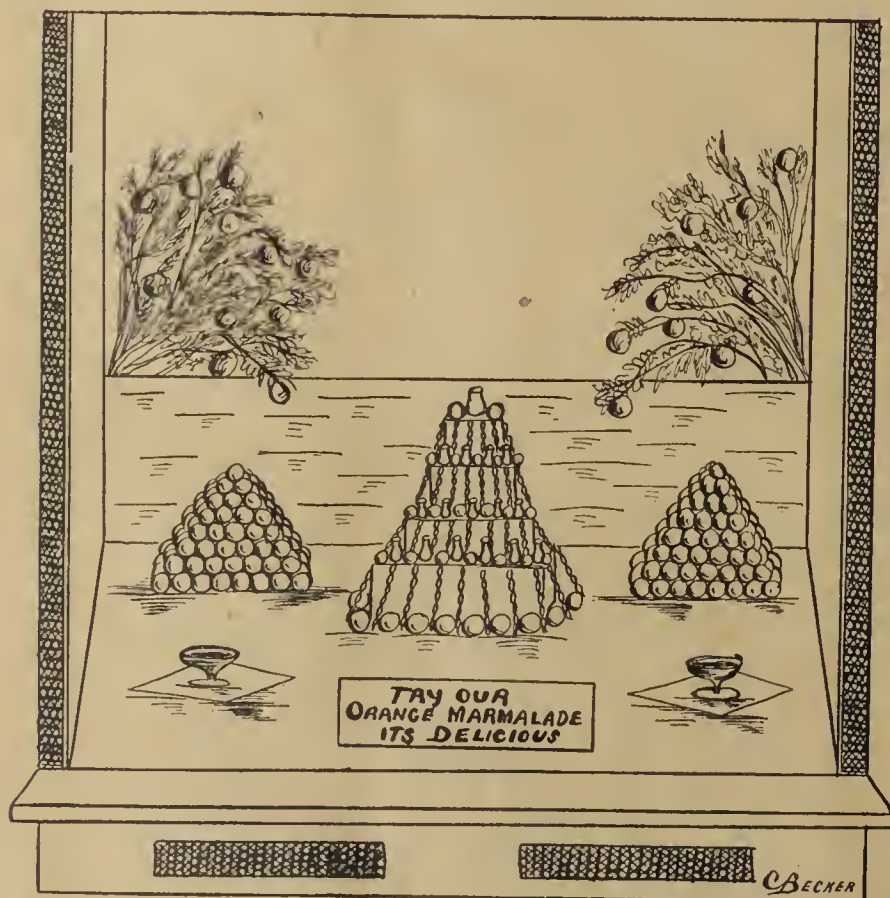
E. A. BERG, Director of Publicity





### Orange Marmalade Window.

This illustration shows a neat and attractive way to display orange marmalade. A trim like this will increase your sales of it. To arrange, first cover the bottom of the window with green crepe paper. In the centre, in front, place a large, neat sign card. At each

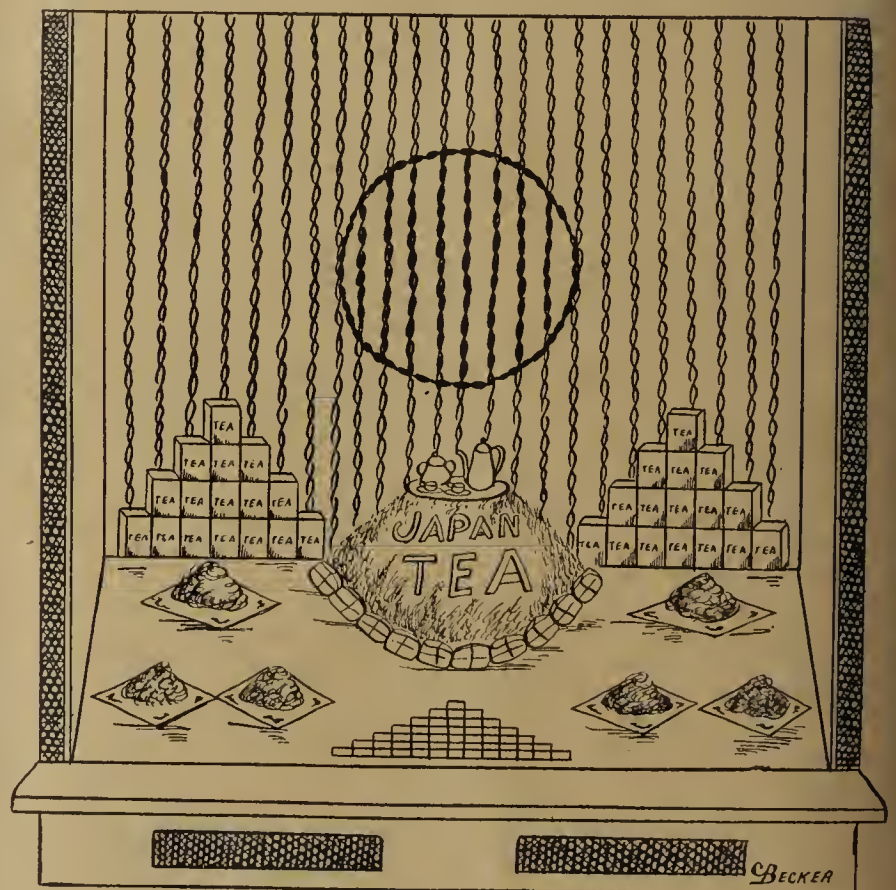


side on paper napkins place a dish of it. In the centre, at the rear, are four boxes covered with the green crepe paper. Cut some orange colored crepe paper in strips one inch wide, twist and arrange from the edge of one box to the other. Between them place a bottle of the marmalade and an orange. Around the bottom place an orange between the strips. At each side make a pyramid of them. Use all bright skinned oranges. Run some of the green crepe paper across the window at the rear. At each side tack some tree branches, cover them with artificial leaves and fasten some oranges on in this way: Use some thread—very fine and the same color as the oranges—tie it around the orange several times and fasten it to the branches with the thread.

### Japan Tea Display.

Tea is sold all the time, yet we can't have too many suggestions on how to make a window display of it. Here is a neat one. To arrange, first cover the bottom of the window with white crepe. In

the centre, in front, place a large pyramid of Crystal Domino sugar. Now make a pyramid of a box and boards in the centre at the rear. Cover the boards with some clean sugar bags. Don't lay them on smooth, but in little tufts and wrinkles. Around the bottom place a row of tea in bags or packages. Now fill the pyramid with loose tea of any kind you wish to display. The tea is held in position better when the bags underneath are arranged as mentioned before and the packages at the bottom prevent it from spilling around in the window. Make the words "Japan Tea" with domino sugar. On the top of the pyramid or box place a tray with a tea set. Use Japanese ware, if you can get it. At each side of the window, on paper napkins, place pyramids of the different kinds of tea. At each side, at the rear, place a large pyramid of packages. For a background, first cover the rim



of a hoop with bright red crepe paper, then cover the entire hoop with two inch twisted strips of it. Place them about two inches apart. This done, suspend it with invisible wire from the ceiling, to hang in the centre at the rear. This is suggestive for the red moon in their flag. Now for the rest of it. Cut white crepe paper in strips about two inches wide and tack them over the entire window at the rear, but not over the red moon. Fasten the ends of the white strips with a pin to the rim of the hoop.



Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

## General Merchant

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. LV.

PHILADELPHIA AND NEW YORK, April 7, 1913.

No. 14.



### Grocery World AND General Merchant

PUBLISHED WEEKLY BY THE  
GROCERY WORLD PUBLICATION CO.,

AT

927 Arch Street, Philadelphia.

TELEPHONES:

1 } Filbert 3286.  
1 } Filbert 3287. Keystone, Race 746.  
Private Exchange.

NEW YORK OFFICE:

No. 56 Pine Street, Suite 415-416.  
Telephone, 3792, John.

All Checks and Drafts payable to the Gro-  
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clusively in the interests of retail grocers  
and general merchants.

ELTON J. BUCKLEY,  
Editor.

DAVID EZEKIEL,  
Advertising Manager.

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and Asia ..... 4.50  
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## “Linwood Haines Limited” is the Latest Enterprise to Try to Sell Groceries and General Merchandise Direct to Consumers

**Has a Scheme in Many Respects Unique. Distributing Depots Will be Established at Various Points, Each With its Own Automobile Delivery. Goods Sold by Mail and From Catalogue. Camden Store Visited and Sized Up. Some of the Current Grocery Prices.**

Here is another so-called co-operative mail-order scheme which promises to reduce the cost of living. It is called the Linwood Haines Limited of America, and in a word, it comprehends the sale of groceries and other goods to consumers by mail, or from sample. First, however, it comprehends the sale of its preferred stock to investors. They guarantee a 7 per cent. dividend and have already declared. It is understood that considerable stock has been sold, chiefly in New Jersey. Headquarters are in Camden, N. J.

The Haines Co. exploits what it calls the Haines System of Scientific Merchandising. Its Camden headquarters were formerly at 39-41 Market street, but now are at Front and Federal. It is not a corporation, but a sort of limited partnership. Everybody buying stock is considered a partner, and would of course have all of the liabilities of a partner in such enterprises. Shares are \$10 each, one share of common being thrown in with each share of preferred.

The concern's own description of its scheme is as follows:—

Linwood Haines Limited of America, organized under the laws of the State of New Jersey, has for its object the manufacturing and distributing of a full line of household commodities, such as are generally sold through the grocery, drug, dry goods, candy, tobacco, house furnishing, hardware, garden, poultry and automobile supply trades, “direct to the consumer” through a “chain of distributing houses” (many stores under one roof) one of each to be located in a selected city of sufficient population.

It is planned to open up as rapidly as possible a chain of at least 100 fully equipped “distributing houses” in as many different cities, each having its own area of distribution. Location for the first “distributing house” in the “chain” has already been secured at Nos. 39 and 41 Market street, Camden, N. J., which is now fully equipped to meet the requirements of our patrons residing in the Camden distributing area, to whom we are now

able to furnish a quality of service that has never heretofore been attempted in this, or any other, country, by any individual, firm or corporation.

The Haines System of Scientific Merchandising entails the installation in each “distributing house” of the following:—

A Sample Room—in which it is intended to exhibit one article of every line carried in stock;

A Premium Show Room—for the convenience of our patrons in selecting premiums;

Pure Food Laboratories—for the manufacture of many of the lines to be carried in stock under our own label, thus guaranteeing their absolute purity, and enabling us to furnish foods of the highest quality which shall be within the reach of the pocketbook of the average consumer.

An Order Filling Department—for the careful filling and shipping of all orders, whether received by mail or given personally at the “distributing house.”

Demonstrating Booths—where our patrons may “taste and try before they buy,” and thus be assured of the quality of goods they are purchasing.

A Fast Auto Delivery Service—which will insure prompt and careful delivery of all orders in the area covered by the “distributing house” from which the purchase was made.

The Haines System of Scientific Merchandising is largely adapting to its use the plans and methods of the large mail order houses of New York and Chicago, by selling household commodities through the medium of the catalogue; but—the Haines System goes one step farther, and actually delivers the goods to the very door of the consumer by means of a fast auto delivery service without any extra charges whatever for freight and cartage, and without the necessity of sending money in advance; for, while money in advance will be accepted if sent, it will not be required, as all goods ordered will be sent out with bill attached, C. O. D.

Astonishing as it may seem, the indisputable fact remains, that consumers living in small towns and remote country districts are to-day purchasing goods on an average of one-third cheaper than consumers living in cities; and that, too, from a stock as replete as can be garnered from the world's markets. This is largely due to the fact that the mail order houses have catered to and educated this class of consumers, to the exclusion of those residing in large cities, feeling that the city consumer has been well cared for—and right here is where they have made a grave error!

The city patron of an individual merchant, “chain store” or department store (and especially the last named), due to the enormous overhead expenses, is paying every day for daily necessities, excessive charges to an amount that, in ten years, if gathered together in one lump sum, would more than furnish a home beautifully from cellar to garret.

Just consider for a moment the enormous expense of conducting the average department store. Its very existence depends on its being located in the most expensive section of the shopping centers. Its business must be housed in the most elaborately adorned buildings. Advertise—extravagantly—it must; for if a department store ceased advertising for thirty days it would go out of business. Its delivery service is a further item of enormous expense, due to unrestricted delivery of small parcels over a widely scattered area.

Here are a few figures:—

	Per Cent.
Rent .....	from 5 per cent. to 8
Salaries of buyers and sales-people .....	8
Advertising .....	5
Delivery .....	6
Office expenses .....	1
Insurances, taxes .....	1
Bad debts .....	2
Light, heat and power .....	1
Miscellaneous overhead charges, Depreciation on equipment and stock .....	3
Breakage, theft, etc. ....	2
Total .....	40

This 40 per cent. is only part of the burden borne by the consumer and does not include the retailer's profit; nor does it include the profits and losses of the middlemen who come in between the retailer and the manufacturer—but it is a part from which he never gets any benefit, for it neither improves the quality nor the value of the merchandise; it simply adds, unnecessarily, to its cost.

Here, then is the crying need for the establishment of the Haines System of Scientific Merchandising. Compare, if you will, the above figures with the expense of conducting the average “distributing house”:—

	Per Cent.
Rent or interest .....	1
Pro rata portion of purchasing expense .....	1
(No salespeople required.)	
Advertising (catalogues, etc.)...	2
Delivery .....	3
Office expenses .....	1
Insurance and taxes .....	1
No bad debts .....	
Light, heat and power .....	1
Miscellaneous overhead charges, Depreciation on equipment ....	1
Breakage, theft, etc. ....	1
Total .....	15

In no case will the entire operating expense of any “distributing house” exceed 15 per cent. of the total sales; and this, added to the one small profit on which we figure, constitutes the entire cost of distributing merchandise by the “Haines to Home” method. The savings effected between the average retail cost and the cost of our manner of conducting business are given to the consumer in the form of additional merchandise, or in beautiful and substantial premiums; and the profit itself is divided among our stockholders, who are really copartners in the enterprise. Is anything further necessary to emphasize the fact that the Haines System of Scientific Merchandising is as superior to the “chain store” idea or the department store, as

these latter are in advance of the “old time” individual neighborhood merchant.

The foundation stone upon which the Haines System rests is economy. We absolutely do away with everything in the nature of a fancy “frill” or a “luxury” in the conducting of the business; we install plain, but sanitary “distributing houses,” centrally located in the cities selected, but in a district outside the extravagantly high-rent shopping centers.

Instead of spending our stockholders' money for expensive store fixtures we fit out the interiors of the “distributing houses” with inexpensive, but commodious, bins and shelving, similar to that in use by the large mail order houses of Chicago; instead of having a great number of high-salaried clerks, indifferent to the needs of patrons, besides cashiers, managers and floor walkers, scattered through many stores, or over one large store, thus making possible the many leaks, losses and mismanagements whose existence is not even known to the proprietors, we organize forces of inexpensive helpers (not salespeople) in the delivery and order departments, which are carefully watched over and in close personal contact with one supervisory head. In every possible way, the persons in charge of the “distributing houses” are governed by those principles of merchandising which make for the greatest efficiency in service, combined with the minimum of expenditure.

In comparing the Haines System of Scientific Merchandising with any or all of the wasteful, expensive and inefficient methods now in vogue, take one item alone—the cost of the fixtures. Think of the enormous expense of outfitting from twenty-five to thirty stores! The fixtures alone, in the average “chain grocery” run close to \$1,000 per store; the average drug store fixtures run from \$2,000 to \$5,000 per store; while, in some large stores, the soda fountain alone has cost from \$5,000 to \$10,000. The fixtures of the average housefurnishing or hardware store cost anywhere from \$1,000 to \$3,000, while those of the average large dry goods store (not a department store) will cost at least \$5,000. Considering the fixtures of the department store, its luxurious mahogany fittings and everything extravagant to correspond with them, we can indeed place our finger directly on one of the “causes of the high cost of living.”

When you stop to consider that the fixtures alone in the stores that would be required to render the service given by one Haines “distributing house” would cost close to \$50,000 and that this “distributing house” can be outfitted (exclusive of auto trucks) at no greater expense than would be required to equip less than one-third of these stores, you can see one reason why we can and will furnish household commodities at prices less than could possibly be offered by ordinary retailers, whether they are “chain stores” or individual dealers. Again we will realize our ambition of furnishing the maximum of efficiency in service combined with the minimum of expenditure.

As a further means of profit to our friends and patrons, a system of “profit sharing” has been devised whereby they receive a return of a portion of the value they have expended, in the form of “premiums,” or additional “household commodities.” Coupons having a definite value are given with each purchase; and from time to time, we are able to offer “specials,” on which ad-



ditional coupons are given. These coupons have a face value of 5, 10, 20, 25 and 50 cents; there is also a certificate having a face value of \$1. These coupons and certificates are redeemable at 10 per cent. of their face value, either in the purchase of household commodities or in exchange for the premiums which we offer, which may be selected from our catalogues or in person at the "distributing house" from which the certificates or coupons have been issued.

Every article in a Haines Distributing House is fully described, and, wherever possible, illustrated in our catalogue; the price of each article is plainly marked and the number of coupons to which it is ordinarily entitled is given. In the case of "specials," advice is given to our patrons by mail, in time to receive their orders for same on the day they are offered. By means of our catalogue, the consumer can sit amid the comforts of home and at leisure select the supply for a day, for a week or for a month. Order blanks are provided and it is only necessary to fill in one of the forms with the articles required and drop it in the nearest letter box. The telephone may be used if desired, and in each case prompt and sure delivery will follow the receipt of the order. Can you not appreciate how much time may be saved by this method of shopping? A Haines catalogue gives more real information about merchandise in an hour of time than could be gained by the expenditure of a great deal of time in the ordinary shopping tours.

Each order is promptly filled and carefully inspected and then sent to the home of the customer accompanied by a C. O. D. bill and the number of coupons to which the order is entitled. By this "spot cash" method of doing business, every customer receives absolutely the same treatment, and we do not have to charge more to the customer who pays, to make up for the losses due to the one who does not. The order having been carefully inspected, packed and boxed at the "distributing house" does not require any more time for its delivery than is required by an express company in delivering a package—and here we depend upon the co-operation of our customers, and ask that they do not detain the drivers of trucks making the deliveries. Any discrepancies that have passed our inspector's notice are adjusted directly by the "distributing house."

By the catalogue system of ordering we eliminate a vast amount of the expense incurred by the ordinary retailer in sending out salesmen to solicit orders; for, as everyone realizes, much of a salesman's time is taken up in the discussion of matters irrelevant to the securing of the order. The delivering of small orders to scattered customers, as at present practiced, is also a large item of expense, as a great deal of time is ordinarily lost by delivery men from the fact that their deliveries are spread over such a large territory. Now, by the Haines System, no order amounting to less than \$1 is delivered; and as it is part of our co-operative plan to offer extra coupons to patrons who secure additional patrons, the tendency is to have a number of good-sized orders coming from one neighborhood at the same time, so that in making up our delivery routes no one truck loses time by delivering over a scattered territory.

We are able to cover a large territory from each "distributing house."

(Continued on page 186.)



NOTHING has a wider sale than *milk*; some people like one cereal, some prefer *another*, but *all buy milk*. Even the woman who bakes her own bread and cakes *must buy milk*. *All* your customers are buying milk *every day*. Make up your mind that *you* are going to sell it to them and secure the profit on this great volume of sales; you can do it if you'll push the sale of **Borden's Eagle Brand Condensed Milk** and **Borden's Peerless Brand Evaporated Milk**, because they are used in as many ways as raw milk and their natural flavor and rich creaminess will please your customers. **Borden's Brands**, both sweetened and unsweetened, are made by the most modern processes, and guaranteed absolutely pure. When you get your customers using **Borden's Eagle Brand Condensed Milk** and **Borden's Peerless Brand Evaporated Milk**, they will also buy Borden's St. Charles and Silver Cow brands of Evaporated. Send us the names of your best customers and we will mail each a Recipe Book, showing dozens of delicious dishes that can be made with **Borden's Milks**. This is sure to bring you increased sales.

## Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857

NEW YORK



### WHAT TO TELL CUSTOMERS

"You'll find **BORDEN'S MILKS** a great help in your cooking. They make doughnuts, cookies and cakes that are as light and delicious as can be, and enrich all gravies and sauces."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## Bill Introduced Which Would Compel Food Inspectors to Leave Part of Sample With Merchant From Whom Taken

**Also Applies to Board of Health Inspectors. No Sample to be Used in Evidence Where This Was Not Done. Bill Referred to Health and Sanitation Committee. Bill in to License and Bond Commission Merchants. Bill to Supercede Bulk Sales Law. Other Legislative Notes.**

Special Correspondence of "Grocery World and General Merchant."

Harrisburg, Pa.,

April 4, 1913.

A most important food bill has been introduced in the House by Mr. Kitts, member from Erie County. It is House Bill 1683 and would require the agents of the Dairy and Food Department to leave a portion of every sample taken, with the merchant from whom it is bought, so that the latter could have his own analysis made of it. The text of the bill is as follows:—

### AN ACT

To regulate the taking of samples of foodstuffs by the Dairy and Food Commissioner and any Board of Health officer, or any agent or employees thereof, from any producer or vendor in this Commonwealth for the purpose of analysis or any test thereof to inquire into or determine the purity and quality of the said sample or foodstuff so taken, and defining what shall constitute foodstuffs and imposing a penalty for the violation of this act.

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That it shall be unlawful for the Dairy and Food Commissioner or any of his agents or inspectors, or for any Board of Health or health officer in this Commonwealth, or any of its or his agents, employees or inspectors, to purchase or take or receive, either directly or indirectly, any quantity or sample of foodstuffs from any producer or vendor in this Commonwealth for the purpose of later determining by examination, chemical analysis or any other form of inspection, as to the quality, kind, purity, standard, temperature, ingredients contained therein or for the purpose of determining whether the said foodstuffs so taken are in compliance with the several laws of this Commonwealth regulating the sale of foodstuffs, unless the said Dairy and Food Commissioner or any of his agents or inspectors, or any Board of Health or health officer, or any of its or his agents or inspectors aforesaid at the time the said sample or quantity of foodstuffs is so taken as above set forth, shall deliver or cause to be delivered to the vendor, retailer or such person from whom the said sample or quantity of foodstuffs is taken as aforesaid, an exact duplicate or sample of such quantity of food-

stuffs taken in the same kind of a receptacle or package, labeled or marked with some plain mark of identification in accordance with the quantity or sample of foodstuffs to be detained from the said retailer or vendor.

Sec. 2. Unless the provisions of Section 1 of this act are fully complied with, no sample of foodstuffs, so taken as aforesaid, shall be introduced in evidence against any person arrested for the violation of the pure food laws of this Commonwealth.

Sec. 3. The word "foodstuffs," as used in this act, shall be held to include all articles of human food, the adulteration of which is prohibited by the laws of this Commonwealth.

Sec. 4. Any person violating the provisions of this act, upon conviction, shall be guilty of a misdemeanor, and upon conviction thereof shall be sentenced to pay a fine of not more than \$100 nor less than \$25, at the discretion of the court.

Sec. 5. All acts or parts of acts inconsistent herewith be and the same are hereby repealed.

The bill was referred to the Health and Sanitation Committee, where it still is. No hearings have been held upon it as yet and the committee are not sure that any will be. The provision was contained in the food law of 1907, but the Department was opposed to it and is opposed to the present bill.

Here is the text of the bill which the Pennsylvania Retail Merchants' Association has had inserted in the House. It is known as the Mitchell bill, and is House bill No. 1,614:—

### AN ACT

Authorizing the attachment of wages or salary upon judgments obtained for necessities, limiting the amount of exemption to be claimed and providing for the payment of the costs.

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That from and after the passage of this act, whenever judgment is obtained in any court of record or before an alderman, magistrate or justice of the peace, upon a contract for furnishing the necessities of life, and the defendant is a laborer or person engaged in public or private employment, the wages of such labor-

er, or the salary of such person shall be subject to attachment in the hands of the employer.

Sec. 2. When an attachment execution is issued upon such judgment and wages or salary is attached in the hands of the employer, there shall first be deducted and paid from the money so attached, the costs of the suit. If the balance remaining shall be less than the amount of exemption allowed the defendant by law, he shall be entitled in his claim for an exemption to a sum amounting to 90 per cent., and no more, of the balance of the money so attached.

Sec. 3. The provisions of this act shall only apply to judgments secured upon contracts for the necessities of life furnished after the passage of this act.

Sec. 4. All acts or parts of acts supplied hereby or inconsistent herewith, be and the same are hereby repealed.

As previously reported, a hearing will be given the advocates of the bill next Wednesday, April 9th, and the State Association has invited everybody having an interest in the bill to be present.

The fate of the pending food bill is still in doubt. The trade favor some of the provisions of the amended bill, but are opposed to others, and the general feeling appears to be that the trade interests will aid any movement for killing the bill entirely. As reported, the measure is now in the Senate on a favorable recommendation from the Health and Sanitation Committee, and has already been called up on first reading. It is now on second reading, which it is expected to reach at any time. An attack will be made upon it then, and the effort will be either to kill it in its present form, or have it recommitted for further hearing. In its present form the bill contains a guarantee clause which would help both jobbers and retailers who buy from concerns outside the State. It provides that where purchases are made from outside concerns, no prosecution shall be brought by the State Department against anybody, but the evidence shall be placed in the hands of the Federal food authorities, who will be expected to prosecute the seller under the Federal law. This provision is opposed by the Dairy and Food Department, and it is reported that some Pennsylvania jobbers and manufacturers also oppose it on the ground that it would divert trade to outside concerns. The bill also contains a provision prohibiting the use of oil of spices and acetic acid in food products as preservatives. The purpose of this is said to be to strike a blow at a number of manufacturers who use these in-

gredients as preservatives instead of benzoate of soda, and make capital out of the fact that they use no benzoate.

I have noticed in recent issues of the "Grocery World and General Merchant" some comment on a law pending in the New York Legislature compelling commission merchants to take out a license and file a bond. A similar bill is pending in the Pennsylvania Legislature, and it has considerably stirred up the commission merchants of Philadelphia and other parts of the State. Several of them came up here last Tuesday and had a hearing before the committee. The bill has been making very little noise and it got into committee and was reported out with a favorable recommendation before anybody paid much attention to it. Then the friends of the commission men got busy and had the bill recommitted for a hearing. This was held on Tuesday and was attended by William D. Edson, Jr., E. S. Woodward, Jr., B. H. Brown, Robert McCauley, C. H. Stewart, I. D. Fayre, R. S. French, of the National League of Commission Merchants, all of Philadelphia, and mostly commission merchants in fruit and vegetables; and Messrs. Callahan, Smith, Schultz, Miller and Brown, also all of Philadelphia, and representing the butter and egg commission business. After these gentlemen had paid their respects to the bill, it was amended into the following:—

### AN ACT

Providing for the licensing, bonding and regulation of persons, firms and corporations engaged in selling agricultural products on commission, providing for fixing the condition of such bonds and fixing penalties for violation of this act.

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That hereafter it shall be unlawful for any person, firm or corporation to engage in the business of selling agricultural products on commission until a license therefor shall have been obtained from the Secretary of Agriculture.

Sec. 2. All applications for said license shall set forth the name of said applicant and the place where said business is to be conducted. Each application shall be accompanied by a bond to the Commonwealth in the sum of \$2,500. The surety on such bond shall be a company authorized to act as surety in this Commonwealth, or shall be two good and sufficient sureties, to be approved by the Secretary of Agriculture. This bond shall be conditioned for the payment of all sums owing to or to be paid to all per-



sons who shall have consigned agricultural products to such licensee, together with a report, when asked for the same by the producer or Secretary of Agriculture, of the names and addresses of the persons to whom such product has been sold. All licenses shall be valid only during a period of one year from the date of issue. No such license shall be issued until such applicant shall have paid to said Secretary, for the use of the Commonwealth, the fee of \$10. All moneys received from such license fees shall be paid by said Secretary into the State Treasury.

Sec. 3. The said Secretary shall prescribe and cause to be prepared all necessary blanks and forms and shall make all such reasonable regulations as to him shall seem proper for carrying out the purpose of this act, and he is hereby directed to enforce the provisions of this act.

Sec. 4. When any person shall have consigned agricultural products to any such licensee and full payment therefor shall not have been made thirty days after the receipt of same by such licensee, or shall not have been made within such time as shall be stipulated in a contract between such person and such licensee, such person so consigning shall be authorized to enter suit on the bond of such licensee in any court of competent jurisdiction for the recovery of such sum or sums as shall as aforesaid be due and owing. A certified copy of such bond shall be furnished by said Secretary to such person or persons on request, and shall in any such action be competent evidence in lieu of the original bond.

Sec. 5. Any person, firm or corporation that shall sell agricultural products on commission without first having procured a license as herein required, shall be guilty of a misdemeanor, and upon conviction hereof shall be sentenced to pay a fine of not more than \$1,000.

Sec. 6. This act shall become operative the first day of July, 1913.

Sec. 7. All acts or parts of acts inconsistent with the act or any part hereof are repealed.

The commission men went away under the impression that the bill might be further amended, and that if it was they would be given another chance to express themselves, but that the bill in some form was pretty certain to pass. The main accomplishment at the hearing last Tuesday was a reduction in the bond from \$5,000 to \$1,000.

The bill to amend the present law came up on second reading in the Senate several days ago and was defeated. A motion to reconsider was made during the week, however, and adopted; the bill was then postponed for the present, but will have another chance.

The new law governing the sale of vinegar has a better chance of passage now than it seemed to have some time ago. It came up in the Senate during the week and passed on second reading after being con-

(Continued on page 23.)



## Selling Cygnet Soap

is as easy and satisfactory as using it. It's a pure, white, floating, toilet soap that cleanses refreshingly without harming the most sensitive skin. Its low price will please your customers as much as its quality.

**You ought to sell toilet soap to your customers**

and you can easily catch the sales with **Cygnet Soap**. Besides its pleasing quality we redeem its wrappers (with wrappers from our other soaps) for high-grade gifts. That means **Cygnet Soap** *sells steadily*, like all our line of soaps — **Pearl Borax Soap, Pearl Borax Soap Powder, Young's Scouring Soap** and **Pearl Cleanser**.

**CHAS. W. YOUNG & CO.**

Makers of Soaps of Merit

ESTABLISHED 1877

PHILADELPHIA



### WHAT TO TELL CUSTOMERS

"CYGNET SOAP is so good for the skin that men use it for shaving, so you see it leaves no smart. Look at the big cake for 5 cents, and it couldn't be made better at any price. Try it—you'll like it. The wrappers are redeemable, too."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



# WITH THE EDITOR

There is very little humor about the subject of white slavery, yet one of its rare flashes has been innocently created by the "Inland Grocer"

**A Contemporary's Humor.**

in an editorial article headed "Mail-Order Houses Responsible for White Slavery!" Of course the only relevance this could have to trade conditions is if it could be shown that the mail-order *idea* was responsible for the social evil. Naturally no such thing can be shown, for it isn't true. Doubtless some mail-order houses pay their girl clerks too little money, but so do some department stores in far greater measure. So do individual employers. Low wages to women do not come from mail-order houses because they are mail-order houses, or from department stores because they are department stores. There is no merchandising method which inevitably breeds low wages; they come from *every* merchandising method in which competition is inordinately pressing, or where greed for profits is the dominating factor.

The representative of a Southern rice miller in Philadelphia during the week, complained bitterly at the high cost of introducing his goods. He was selling three rice products and it was in New England particularly that his expenses mounted so high. "Nine or ten men to canvass the retail trade, at \$20 per week and expenses." These men got orders from retailers which they turned in through jobbers.

The writer made to this gentleman an observation which he repeats here: that a vital, moving reason for the high cost of introducing new food products is that there is, for most of the new food products, no more room or need than for an extra dipper of water in a bucket already over full. The manufacturer who brings out a package rice, for instance is, if it is not radically different from other rices, attempting to crowd himself into a room which is already solidly packed with inmates who got there before him. He can

get in, if he is strong and a good pusher, but naturally the process is not as comfortable and easy as if the room were only half full. Of course it is hard and tedious and expensive, and of course it is going to become more so all the time.

No matter what line a manufacturer is in, when he starts out to introduce something new, he is apt to face the realization that there is no need for it, that the market is fully supplied, and that his success means pouring more water into a full bucket. This is particularly true in the business of manufacturing food products.

A bill is pending in the Pennsylvania Legislature requiring the

**A Good Bill, But Unlikely to Pass.**

agents of the Dairy and Food Department to leave part of every sample taken by them with the merchant from whom it is taken, and providing that in no case where this was not done shall the sample taken be used as evidence. The object is of course to enable the merchant, by having his own analysis made of a part of the sample, to check the accuracy of the State chemist's analysis of the other part. At present this cannot be done. The inspector takes a sample and delivers it to the State chemist, who examines it and testifies about it in court. The merchant cannot even see it, and is therefore helpless to impeach the State chemist's analysis, except for what little he can accomplish in cross-examination. If he seeks to escape this condition by putting away a bottle just like the one sold the inspector, and having that analyzed, he is met with the objection that there is no proof that the contents of the merchant's bottle are identical with the contents of the inspector's bottle.

This is a good bill and it ought to pass, but it will not pass if the Dairy and Food Department can prevent it. They look on it as a great nuisance, and from their standpoint it probably is, for it would involve vast extra labor. Still, there is a deeper principle at stake than saving labor for food inspectors. A merchant who is

likely at any time to be arrested, published and fined for an offense against the food law which, except technically, he has not committed and could not have prevented, should be given all the safeguards the law can give him. State chemists are not infallible, and two expert opinions as to the purity of a product are always better than one. If those opinions disagree, then the merchant should have the benefit of that fact before the jury.

All that this journal has said in praise of the bill pending in the New York Legislature compelling commission merchants to take out

**Pennsylvania Now Has a Bill to License and Bond Commission Merchants.**

a license and file a bond, is now applicable to Pennsylvania, for a similar bill has been introduced here and is pretty sure to pass. The full text, as amended up to this time, appears in this week's Harrisburg correspondence. Briefly, it provides that a commission merchant cannot do business until he has paid \$10 for a license to the Secretary of Agriculture, and has filed a bond for \$2,500. The bond is to guarantee to shippers of fruit, produce, butter and eggs—any agricultural product—that the commission man to whom they sent their goods will pay for them, and that he will pay for them all he owes. The bill gives the Secretary of Agriculture no specific authority to revoke the license of a commission merchant convicted of dishonest dealings, and this the writer believes to be a mistake. Such authority may be in the bill by im-

plication, but it is not clearly it, and if it should prove not to there, the Secretary would have to grant a license to anybody who offered him \$10, no matter if he had shown himself the greatest shyster out of prison. Every honest commission merchant ought to ask the committee at once for further amendment which will give to the Secretary of Agriculture the right to revoke the license of a commission merchant again whom it can be proven that he has held out on his accountings, or has to be sued on his bond to recover for shipments.

Every honest commission merchant admits that there are dishonest members of the trade, and that the elimination of these, and their restriction, would be a twofold benefit to him, first by raising the tone and reputation of the business, and second by confining the trade to the honest distributors. The honest men also admit that the bill now pending would accomplish this result, but they nevertheless oppose it. One reason why they oppose it is that they say it would irk many small men, who could neither afford to pay the \$10 for the license or the \$10 or \$15 for the bond. We cannot conceive of anybody established in the commission business who would be unable—and who should be unwilling—to pay \$25 for complete protection against dishonest competition. The bill aims to do a good and much needed thing, and it ought to pass unless those who oppose it can suggest some better way of doing it.

**Sixty-five Years Old and Thinks it Costs Him 10 Per Cent. to do Business**

What an eternal mystery it is that so many merchants can seem to do business for years without at any time really knowing where they stand, and without understand-

ing or applying the very fundamentals of business.

It is another mystery that so few of those merchants fail.

Not long ago one of the large



grocers in suburban Philadelphia—man probably 65 years old—got into difficulties and called a meeting of his creditors. The assets were represented as around \$22,000, largely made up however of items that always shrink when an attempt is made to realize on them. The liabilities, composed of items warranted not to shrink, were \$17,000.

At the first meeting a committee was appointed to canvass ways and means, and this committee called another meeting last Monday to render its report. The grocer himself was present, and as a part of the settlement plan was that the creditors should accept about 60 per cent. of their claims as the business should earn it, it became necessary to examine the grocer as to what business he did and what his prospects were.

How much business was he doing? He *thought* about \$60,000.

*Exactly* how much was done in 1912? *About* \$60,000, he thought. Didn't he know? No, he didn't—he had never counted it up.

What was the gross profit in 1912?

Fifteen per cent.

No, he didn't mean that was the net profit, but the gross.

But how much did it cost him to do business? He had never figured it but thought *about ten per cent.!*

How much were his actual net profits in 1912? He hadn't figured it up. Did he know that he had made anything? Oh yes. How did he know? Well, he felt sure of it.

Is it any wonder that this old man finds himself appealing to his creditors for help instead of living in independent comfort from his business of \$1,200 per week? It goes without saying that he is wrong about his cost of doing business. Not even the most economically managed grocery business can go through on 10 per cent., and a store run as this was almost certainly spent nearer 20. If he has been adding 15 per cent. to his cost, believing that it covered all expenses and left him 5 per cent. clear, the eternal wonder is that he lasted as long as he did.

The chance is, however, that he hasn't even had a system of adding 15 per cent. The truth probably is that he has made a purely arbitrary addition to the cost of his

goods, which he thought would cover him, and that this arbitrary addition was considerably more than 15 per cent.

If this grocer is permitted by his creditors to continue the business, will he change his methods? I doubt it; he is pretty old and habituated to change now. But if he doesn't change the business won't last a year.

E. J. B.

#### Good Chance for Our Breakfast Food in Holland.

The United States Vice Consul at Amsterdam, Netherlands, D. P. De Young, sends the following to the State Department regarding the chance for increased sales of American breakfast foods in Holland:—

Until recently there were hardly any kinds of breakfast foods, such as corn flakes, grape nuts and the like, on sale in the Amsterdam grocery stores. But now several dealers are handling them, which indicates the possibility of developing this market for such American foodstuffs. They are sold here practically as cheaply as in the United States.

The Dutch do not, as a rule, serve a warm meat breakfast, but almost universally take a cold, light meal, consisting of bread, cheese, cold meats, milk and tea or coffee. It is therefore probable that the

American light breakfast foods could win a place in their morning menu.

An advertising campaign in the Dutch papers, under the direction of the Dutch importer, could be as successfully conducted here as in the United States, and much more cheaply. These popular American breakfast foods would meet almost no competition. The problem of the American manufacturer in this case is therefore to cultivate the taste of these people to a new kind of food. (A special list of the large grocers of Amsterdam may be had from the Bureau of Foreign and Domestic Commerce.)

#### AMONG THE TRADE.

The annual election of officers of the Philadelphia Retail Grocers' Association, at its headquarters in the Bourse Building, last Monday night, resulted in the re-election of Albert Kaiser as president and treasurer. Mr. Kaiser has been at the head of the organization for more than 15 years. The other elections were as follows: Vice-presidents, G. K. Sinnamon, J. F. Jackson, O. A. Patterson, W. N. Ross; secretary, Reno Schoch; assistant secretary, C. K. Dewees.

Florida cucumbers are worth \$3.50 to \$3.75 per crate and are wanted.

## TAKE ADVANTAGE OF THIS BUYING

We know that more of our Dandelion Butter Color is being used now than ever before.

If you are not getting your share of this buying

## WAKE UP AND STOCK UP

### Dandelion Brand

THE BRAND WITH



### Butter Color

THE GOLDEN SHADE

We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS,--STATE AND NATIONAL.

**WELLS & RICHARDSON CO., - BURLINGTON, VERMONT**  
Manufacturers of Dandelion Brand Butter Color



## Goods That Are Being Advertised to Your Customers

"Grocery World and General Merchant" Makes Compilation of Products for Which Demand Is Being Created Through Leading Periodicals. Papers and Magazines Used as Basis Cover Entire Country.

[The compilation which appears below is the result of more thinking along a line which was given some discussion several months ago, viz., the advantage to the retailer of keeping posted as to what products are being advertised to his customers, so that he may get the benefit of such advertising, if the product is for other reasons a desirable one to sell. The list here presented includes practically every leading magazine and periodical, and products that are not advertised in at least some of them are hardly advertised in this way at all, although they may be in newspapers or in direct ways, such as sampling, demonstrating, etc.]

### April.

#### Good Housekeeping.

Sapolio, one page.  
Armour's Simon Pure Leaf Lard, one page.  
Nabisco, one page.  
Wesson Snowdrift Oil, one page.  
Crisco, one page.  
Campbell's Soups, one page.  
Hotel Astor Coffee and Tea, one page.  
Procter & Gamble's White Naphtha Soap, one page.  
Eagle Brand Condensed Milk, one page.  
Jell-O, one page.  
Nosco Onion Salt, one page.  
Cox's Gelatine, one page.  
Kellogg's Toasted Wheat Biscuit, one page.  
Welch's Grape Juice, one page.  
Beech-Nut Peanut Butter, one page.  
Ivin's Cakes, Crackers and Cookies, half page.  
Hunt's California Fruits, half page.  
Kornlet, quarter page.  
Nesnah Desserts, quarter page.  
Kitchen Bouquet, quarter page.  
Gluten Flour (Farwell & Rhines), one inch.  
Cresca Delicacies, two inches.  
Wheatena, two inches.  
Electro-Silicon, quarter page.  
Burnett's Vanilla, half page.  
Huyler's Chocolates, half page.  
Jap-a-Lac, one page.  
Vitalite, one page.  
Liquid Veneer, one page.  
Sherwin-Williams Paints and Varnishes, one page.  
Glad Rags Cleanser, one page.  
Crystal Domino Sugar, one page.  
Valspar Varnish, one page.  
Ivory Soap, one page.  
Libby's Canned Foods, one page.  
Old Dutch Cleanser, one page.

#### Review of Reviews.

Shredded Wheat, one page.  
Nabisco, one page.  
Instant Postum, one page.  
Post Toasties, one page.  
Murphy Varnishes, one page.

#### Ladies' World.

Snider's Pork and Beans, one page.  
Baker's Cocoa, quarter page.  
Ivory Soap, one page.  
Campbell's Soups, quarter page.  
Post Toasties, quarter page.  
Old Dutch Cleanser, quarter page.  
Lea & Perrin's Sauce, four inches.  
Instant Postum, quarter page.  
Sunshine Biscuits, quarter page.  
Eagle Brand Condensed Milk, eighth page.  
Mapleine, four inches.  
Gluten Flour (Farwell & Rhines), one inch.  
Knox Gelatine, two inches.  
Armour's Products, half page.

Jell-O, quarter page.  
Acme Quality Paints, Varnishes, etc., half page.  
Van Camp's Pork and Beans, quarter page.  
Karo and Kingsford's Cornstarch, half page.  
Royal Baking Powder, quarter page.  
Puffed Wheat and Rice, half page.  
Welch's Grape Juice, eighth page.  
Sapolio, quarter page.  
Sherwin-Williams Paints and Varnishes, quarter page.  
Wrigley's Spearmint, quarter page.  
Electro-Silicon, four inches.  
Jap-a-Lac, eighth page.  
Liquid Veneer, quarter page.  
Kellogg Toasted Corn Flakes, one page.  
Fairy Soap, one page.

#### The American Magazine.

Bon Ami, one page.  
Baker's Cocoa, one page.  
Fairy Soap, one page.  
Sunshine Specialties, third page.  
Welch's Grape Juice, third page.  
Crystal Domino Sugar, eighth page.  
Blooker's Cocoa, two inches.  
Cresca Imported Delicacies, two inches.  
Snider's Pork and Beans and Catsup, third page.  
Ivory Soap, one page.  
Grape Nuts, one page.

#### Smart Set

Maillard's Ground Chocolate, quarter page.

#### McClure's.

Swift's Premium Bacon and Hams, one page.  
Baker's Cocoa, one page.  
Peter's Milk Chocolate, one page.  
Ivory Soap, one page.  
Campbell's Soups, one page.  
Instant Postum, one page.  
Post Toasties, one page.  
Blooker's Cocoa, two inches.  
Fairy Soap, one page.  
Berry Brothers' Varnishes, one page.  
White House Coffee, half page.  
Snider's Pork and Beans, quarter page.  
Liquid Veneer, quarter page.  
Cresca Delicacies, two inches.  
Jap-a-Lac, quarter page.  
Cream of Wheat, one page.  
Kellogg Toasted Wheat Biscuit, one page.  
Grape Nuts, one page.

#### St. Nicholas.

Swift's Premium Hams and Bacon, one page.  
Baker's Cocoa, one page.  
Campbell's Soups, one page.  
Crystal Domino Sugar, one page.  
Jell-O, one page.

Bensdorp's Cocoa, one page.  
Fairy Soap, one page.  
Three-in-One Oil, quarter page.  
Maillard Chocolate and Cocoa, quarter page.  
Ivory Soap, one page.  
Libby's Products, one page.  
Grape Nuts, one page.

#### National Magazine.

Shredded Wheat, one page.  
Swift's Premium Bacon, one page.

#### The Woman's Magazine.

Bon Ami, one page.  
Crisco, one page.  
Ivory Soap, one page.  
Van Camp's Pork and Beans, quarter page.  
Instant Postum, quarter page.  
Royal Baking Powder, quarter page.  
Post Toasties, quarter page.  
Kellogg's Toasted Corn Flakes, eighth page.  
Karo and Kingsford's Cornstarch, half page.  
Snider's Catsup, half page.  
Eagle Brand Condensed Milk, eighth page.  
Sherwin-Williams Paints and Varnishes, quarter page.  
Procter & Gamble's White Naphtha Soap, quarter page.  
Jap-a-Lac, eighth page.  
Jell-O, quarter page.  
Occident Flour, quarter page.  
Welch's Grape Juice, quarter page.  
Sunshine Specialties, quarter page.  
Mapleine, four inches.  
Knox Gelatine, quarter page.  
Sapolio, quarter page.  
Liquid Veneer, quarter page.  
Fairy Soap, quarter page.  
Swift's Premium Hams and Bacon.

#### Delineator.

Bon Ami, one page.  
Crisco, one page.  
Ivory Soap, one page.  
Van Camp's Pork and Beans, quarter page.  
Royal Baking Powder, quarter page.  
Hunt's California Fruits, quarter page.  
Post Toasties, quarter page.  
Red Wing Grape Juice, quarter page.  
Mapleine, four inches.  
Eagle Brand Condensed Milk, eighth page.  
Yacht Club Salad Dressing, three inches.  
Instant Postum, quarter page.  
Electro-Silicon, three inches.  
Karo and Kingsford's Cornstarch, half page.  
Puffed Wheat and Rice, half page.  
Kellogg's Toasted Corn Flakes, eighth page.  
Sherwin-Williams Paints and Varnishes, quarter page.  
Snider's Catsup, half page.  
Occident Flour, quarter page.  
Three-in-One Oil, two inches.  
Jap-a-Lac, eighth page.  
Swift's Premium Bacon and Hams, quarter page.  
Liquid Veneer, quarter page.  
Welch's Grape Juice, quarter page.  
Procter & Gamble's White Naphtha Soap, quarter page.  
Knox Gelatine, quarter page.  
Sunshine Specialties, quarter page.  
Sapolio, quarter page.  
Jell-O, quarter page.  
Designer.  
Jell-O, quarter page.  
Sapolio, quarter page.  
Liquid Veneer, quarter page.  
Fairy Soap, quarter page.  
Bon Ami, one page.  
Crisco, one page.  
Ivory Soap, one page.  
Red Wing Grape Juice, quarter page.  
Instant Postum, quarter page.

Van Camp's Pork and Beans, quarter page.  
Royal Baking Powder, quarter page.  
Post Toasties, quarter page.  
Kellogg's Toasted Corn Flakes, eighth page.  
Snider's Catsup, half page.  
Karo and Kingsford's Cornstarch, half page.  
Puffed Wheat and Rice, half page.  
Sherwin-Williams Paints and Varnishes, quarter page.  
Three-in-One Oil, two inches.  
Jap-a-Lac, eighth page.  
Occident Flour, quarter page.  
Swift's Premium Bacon and Hams, quarter page.  
Knox Gelatine, quarter page.  
Procter & Gamble's White Naphtha Soap, quarter page.  
Eagle Brand Condensed Milk, eighth page.  
Mapleine, four inches.  
Sunshine Specialties, quarter page.  
Welch's Grape Juice, quarter page.

#### Ladies' Home Journal.

Cream of Wheat, one page.  
Ivory Soap, one page.  
Instant Postum, one page.  
Campbell's Soups, quarter page.  
Post Toasties, quarter page.  
Jap-a-Lac, one page.  
Old Dutch Cleanser, one page.  
Welch's Grape Juice, one page.  
Hunt's California Fruits, quarter page.  
Sherwin-Williams Paints and Varnishes, quarter page.  
Blue Label Ketchup, eighth page.  
Armour's Products, half page.  
Meadow Gold Butter, quarter page.  
Valspar Varnish, quarter page.  
Van Camp's Pork and Beans, quarter page.  
Occident Flour, quarter page.  
The Quaker Oats Co., half page.  
Crisco, quarter page.  
Nosco Onion Salt, quarter page.  
Swift's Premium Hams and Bacon, quarter page.  
Karo, half page.  
Elastica Floor Finish, eighth page.  
Gold Dust, eighth page.  
Horlick's Malted Milk, two inches.  
Snider's Catsup and Pork and Beans, four inches.  
Jell-O, half page.  
Peter's Milk Chocolate, eighth page.  
Electro-Silicon, three inches.  
Hormel's Dairy Hams and Bacon, three inches.  
Yacht Club Sardines, three inches.  
Lea & Perrin's Sauce, four inches.  
Sapolio, quarter page.  
Three-in-One Oil, four inches.  
Underwood Deviled Ham, quarter page.  
Whitemore's Shoe Polishes, four inches.  
Beech-Nut Peanut Butter, quarter page.  
Eagle Brand Condensed Milk, eighth page.  
Royal Baking Powder.  
Crystal Domino Sugar, quarter page.  
Procter & Gamble's White Naphtha Soap, quarter page.  
Liquid Veneer, quarter page.  
Knox Gelatine, quarter page.  
Kellogg Toasted Corn Flakes, one page.  
Bon Ami, one page.  
Outing Magazine.  
Grape Nuts, one page.  
White House Coffee, half page.  
Peter's Milk Chocolate, one page.  
Woman's Home Companion.  
Cream of Wheat, one page.  
Ivory Soap, one page.  
Hunt's California Fruits, quarter page.



Armour's Products, half page.  
 Puffed Wheat and Rice, half page.  
 Karo, half page.  
 Instant Postum, quarter page.  
 Campbell's Soups, quarter page.  
 Van Camp's Pork and Beans, quarter page.  
 Red Wing Grape Juice, quarter page.  
 Occident Flour, quarter page.  
 Sherwin-Williams Paints and Varnishes, one page.  
 Jap-a-Lac, eighth page.  
 Crystal Domino Sugar, quarter page.  
 Post Toasties, quarter page.  
 Snider's Pork and Beans, one page.  
 Burnett's Vanilla, eighth page.  
 Vitralite White Enamel, one page.  
 Peter's Milk Chocolate, eighth page.  
 Crisco, one page.  
 Jell-O, quarter page.  
 Lea & Perrin's Sauce, four inches.  
 Eagle Brand Condensed Milk, eighth page.  
 Procter & Gamble's White Naphtha Soap, quarter page.  
 Meadow Gold Butter, one page.  
 Beech-Nut Peanut Butter, quarter page.  
 Knox Gelatine, quarter page.  
 Welch's Grape Juice, quarter page.  
 Nosco Onion Salt, quarter page.  
 Sapolio, quarter page.  
 Liquid Veneer, quarter page.  
 Sunshine Specialties, quarter page.  
 Electro-Silicon, three inches.  
 Old Dutch Cleanser, one page.  
 Valspar Varnish, one page.  
 Kitchen Bouquet, four inches.

#### Everybody's Magazine.

Bon Ami, one page.  
 Shredded Wheat, one page.  
 Instant Postum, one page.  
 Campbell's Soups, one page.  
 Vitralite, one page.  
 Sunshine Specialties, half page.  
 Coca-Cola, one page.  
 Crystal Domino Sugar, quarter page.  
 Jap-a-Lac, quarter page.  
 Snider's Pork and Beans, quarter page.  
 Fairy Soap, one page.  
 Liquid Veneer, quarter page.  
 Blue Label Ketchup, half page.  
 Berry Bros. Varnishes, one page.  
 Occident Flour, one page.  
 Nabisco, one page.  
 Ivory Soap, one page.

#### The Century Magazine.

Occident Flour, one page.  
 Baker's Cocoa, one page.  
 Crystal Domino Sugar, quarter page.  
 Cresca Delicacies, two inches.  
 Nabisco, one page.  
 Ivory Soap, one page.  
 Peter's Milk Chocolate, one page.

#### Harper's Magazine.

Shredded Wheat, one page.  
 Nabisco, one page.  
 Chiclets, half page.  
 Blue Label Ketchup, half page.  
 Crystal Domino Sugar, quarter page.  
 White House Coffee, half page.  
 Ivory Soap, one page.  
 Swift's Premium Hams and Bacon, one page.  
 Royal Baking Powder.  
 Baker's Cocoa, quarter page.  
 Grape Nuts, quarter page.

#### The Outlook.

Grape Nuts, one page.  
 Quaker Oats, one page.  
 Baker's Cocoa, one page.  
 Bon Ami, one page.  
 Swift's Premium Bacon, one page.  
 Valspar Varnish, one page.  
 Puffed Wheat and Rice, one page.  
 Maillard's Cocoa, quarter page.  
 Austin Dog Bread, half page.  
 Nabisco, one page.  
 Shredded Wheat Biscuit, one page.



"THIS IS  
 THE BUTTER  
 TO PUSH"

It will pay you to push the sale of PRIZE BUTTER because you can depend on it to please your customers and bring them back; the trade you win on PRIZE BUTTER will be STEADY trade, because SATISFIED.

PRIZE BUTTER is just as pure as it can be made. We know how to make butter that will SELL and we're going to make PRIZE BUTTER the biggest selling butter in the State of Pennsylvania. Do all you can to secure the trade on PRIZE BUTTER from the start, because it's going to be *big trade*. We pack PRIZE BUTTER in carton, tub or print, and salt it or color it to suit your trade. Tell your clerks about PRIZE BUTTER and get them all interested in helping you to get the big butter business of your town.

**P. F. BROWN & CO.**

39, 41 and 43 South Front Street

PHILADELPHIA



#### WHAT TO TELL CUSTOMERS

"Madame, I want you to try PRIZE BUTTER, a pure, rich, wholesome butter made under ideal conditions from the finest milk in Pennsylvania. All who've tried it are well pleased and I know you'll be."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



Grape Nuts, one page.  
Ivory Soap, one page.

#### Saturday Evening Post.

Gold Medal Flour, one page.  
Ivory Soap, one page.  
Van Camp's Pork and Beans, quarter page.  
Quaker Oats, half page.  
Lea & Perrin's Sauce, four inches.  
Welch's Grape Juice, one page.  
Liquid Veneer, quarter page.  
Barrington Hall Coffee, quarter page.  
Burnham & Morrill Fish Flakes, eighth page.  
Whittemore's Shoe Polish, four inches.  
Crystal Domino Sugar, eighth page.  
Beech-Nut Peanut Butter, quarter page.  
Crisco, one page.  
Campbell's Soups, half page.  
Jap-a-Lac, eighth page.  
Meadow Gold Butter, quarter page.  
Sherwin-Williams Paints and Varnishes, quarter page.  
Sunshine Specialties, eighth page.  
Hunt's California Fruits, eighth page.  
Kellogg's Toasted Corn Flakes, one page.  
Occident Flour, quarter page.  
Snider's Pork and Beans, half page.  
Swift's Premium Ham and Bacon, quarter page.  
U-All-No Mint, two inches.  
Stag Tobacco, half page.  
Huyler's Cocoa, eighth page.  
Fairy Soap, quarter page.  
Eagle Brand Condensed Milk, eighth page.  
Vitalite, one page.  
Knox Gelatine, quarter page.  
Red Wing Grape Juice, one page.  
Acme Quality Paints and Varnishes, etc., one page.  
Cream of Wheat, one page.  
Puffed Wheat and Rice, half page.  
Acme Quality Paints and Varnishes, half page.  
Post Toasties, quarter page.  
Nosco Onion Salt, one page.  
Valspar Varnish, quarter page.  
Snider's Catsup, four inches.  
Bull Durham Tobacco, one page.  
Armour's Grape Juice, one page.  
Gold Medal Flour, one page.

#### Collier's.

Heinz Baked Beans, half page.  
Huyler's Cocoa, eighth page.  
Welch's Grape Juice, one page.  
Mapleine, three inches.  
Kellogg Toasted Corn Flakes, one page.  
Old Dutch Cleanser, quarter page.  
Three-in-One Oil, two inches.  
Austin Dog Bread, one inch.  
Sauer's Flavoring Extracts, two inches.  
Crisco, quarter page.  
Red Wing Grape Juice, quarter page.  
Swift's Premium Bacon, quarter page.  
Whittemore's Shoe Polishes, four inches.  
Campbell's Soups, half page.  
Van Camp's Pork and Beans, quarter page.  
Sauer's Flavoring Extracts, two inches.  
Mapleine, three inches.  
Berry Bros. Varnishes, half page.  
Welch's Grape Juice, one page.

#### Pictorial Review.

Cream of Wheat, one page.  
Crisco, one page.  
Campbell's Soups, half page.  
Instant Postum, quarter page.  
Royal Baking Powder, quarter page.  
Post Toasties, quarter page.  
Sunshine Specialties, eighth page.  
Eagle Brand Condensed Milk, eighth page.  
Sapolio, quarter page.

Liquid Veneer, quarter page.  
Wrigley's Spearmint, quarter page.  
Van Camp's Pork and Beans, quarter page.  
Nesnah Dessert, eighth page.  
Yacht Club Dressing, three inches.  
Knox Gelatine, two inches.  
Puffed Wheat and Rice, half page.  
Jell-O, quarter page.  
Snider's Catsup, four inches.  
Jap-a-Lac, eighth page.

G. Washington's Coffee, quarter page.  
Old Dutch Cleanser, one page.

#### Scribner's Magazine.

Sapolio, one page.  
Jell-O, one page.  
Nabisco, one page.  
Crystal Domino Sugar, quarter page.  
Knorr's Soup Squares.  
Ivory Soap, one page.  
Libby's Canned Foods, one page.  
Grape Nuts, one page.

## The New York Letter

### Wholesale Marketmen's Scheme to Sell Consumers Direct Said Not to be Successful. New Weights and Measures Regulations Effective June 1st. Procter & Gamble Change Still Topic of Discussion. Various Trade Items and Market Summary.

Special Correspondence of "Grocery World and General Merchant."

New York, April 3, 1913.

The efforts of certain companies operating from the wholesale and market districts to build up a consumers trade by sending out wagons throughout the city and claiming to give the public wholesale prices are not meeting with the success expected by their promoters. These companies depended chiefly on their offerings of butter and eggs to work up trade in various lines.

Your correspondent has talked with a number of retailers in residence districts where the wagons were most active. The grocers say that for a time, especially while butter and eggs were high in prices, the wagons took considerable business from the retailers. The company's agents promised the highest grades of butter and eggs at prices considerably below those of the regular retail trade. The consumers learned by experience that the first deliveries from the wagons were generally of pretty good quality, but after that the quality fell off quite rapidly. In some cases at least, the companies adopted the old game of selling supplies of high quality just long enough to get the trade, sometimes for a single delivery, and after that substituted process or other inferior grades of butter for the supposed high grade fresh creamery, and the inferior grades of eggs for the supposed fancy fresh articles.

So that if the wagons got the trade they did not keep it very long. One retailer said that he believed the operation of a wagon of this kind in his neighborhood had proved a real benefit to him. A

number of his customers had bought their butter and eggs from the wagon for a couple of weeks or so and then had come back to him for their supplies, disgusted with the wagon business and with renewed confidence that the right place to get really reliable supplies was his store.

\*\*\*

Retailers are looking forward with interest to the new regulations which will be effective June 1st as to weights and measures. As a result of these rules, prepared by the State and city departments of weights and measures, the retailer will be obliged to make a number of changes in methods and must look in turn to the manufacturers and wholesalers to do their part. The rules are authorized by the Brooks law adopted at the session of the Legislature last year.

Butter must be sold only by net weight so that the tray or paper must not be included in the weight. Print butter must be marked to show the pounds or ounces and the marking must be in letters of prescribed size, varying with the weight of the package. A variation will be allowed of  $\frac{3}{8}$  of an ounce on a one pound print;  $\frac{1}{2}$  of an ounce on a two pound print and 1 per cent. from marked weight on tubs and crocks.

Canned goods must be marked to show weight of fruits or vegetables or the total weight of contents, including syrup or brine, or weights of each separately. Goods in glass bottles or jars may be marked by weight or measure; the marking may be blown on the bottle or placed on a tag or label. The size of letters are specified in detail. A variation of 2 per cent. is allowed

on goods in glass and of 3 per cent. on canned goods.

There are numerous other regulations which will call for a lot of attention from the retailer in order to become familiar with them. The wholesalers are now worrying, studying the subject, too, as they will be obliged to meet the new conditions.

\*\*\*

Attention is being called in some quarters to the claim that the practice still exists among a few manufacturers of putting out inferior grades of products in packages on which they do not place the names.

The point is made by those who are bringing up the subject that the manufacturer should be prevented from putting up such inferior products by requiring him to put his name on all the goods that he packs, in which case he usually would not dare to injure his reputation for high grade supplies by selling inferior goods also. Or, it is claimed that if he wished to put out two lines, one of high grade and the other of a lower quality, he should take the responsibility by putting his name on both lines.

This leads to the old question as to private brands and the practice of a manufacturer putting his supplies for jobbers under the names of such jobbers. It is suggested, however, that at least somebody's name should appear, either that of the real manufacturer or the jobber who makes use of his own brand. It seems that there are some products on the market that do not bear the name of a manufacturer or distributing company.

These and other questions are likely to be argued in connection with the proposed revision and amendment of the Federal food law.

\*\*\*

The Health Board authorities are gradually getting after the ice cream and soda water lines which have escaped, to a large extent, the supervision given to other kinds of food and drink. The Health Commissioner has issued a warning that soap bark is largely used in making soda water in this city and that it is a dangerous poison.

Considerable publicity has also been given the claim made recently that there is enough glue in a quart or so of ice cream, of common varieties, to bind a book.



the drug stores have eliminated their soda water departments a number of drinks of a stimulating kind, known popularly as "e" of one class or another. health authorities ordered the continuance of this part of the mess.

\*\*\*

the advertising of Canned Foods seems to have given quite an impetus to this part of the grocer's mess. At many of the stores there have been special displays during the week. There have also been sales of various lines at low prices and this will give joy to the buyers and jobbers who are desirous of seeing the retailer's stocks replenished.

\*\*\*

About \$5,500 was raised for the Cross fund for the relief of sufferers as a result of a special sale of fruits donated by lead-receivers and importers in the East Side wholesale district. The fruits were sold at auction.

Secretary A. H. Beckmann, of the National Wholesale Grocers' Association, was one of the speakers at the annual convention held last week by the Tri-State Wholesale Grocers' Association in Wilmington, Del.

\*\*\*

There continues much discussion in the grocery trade over the action of the Procter & Gamble Co. in abandoning the aid of the jobbers and starting a new policy of selling direct in the metropolitan district.

Reports are circulated to the effect that an arrangement has been made so that the Procter & Gamble Co. and the Kirkman interests will use the same distributing organization in this city or at least in some parts of it. Then there are rumors, too, of probable extensions of the same policy for other companies. The Kirkman Company, having long been selling direct to the retailer, is of course an efficient organization for this work and it may be easier for another company to make use of it than to get up an entirely new distributing system.

One of the most important features of the matter, according to the views taken by close observers of developments, is the probability or possibility that the change of policy in the metropolitan district will more long affect the business outside of this city.

What are the jobbers likely to do about pushing in the country the



## Franklin Carton Sugars Include Every Fast-selling Grade

The **Franklin Carton** enables you to make a profit on **all** your sugar sales because we pack every fast-selling grade of sugar in it, including **Franklin Granulated**, **Franklin Dessert and Table**, **Franklin Cube**, **Franklin XXXX Confectioner's** and **Franklin Powdered**, thus making it easy for you to satisfy your customers by selling them any kind of sugar they wish in a clean **Franklin Carton**.

### The Franklin Container

The **container** in which **Franklin Carton Sugar** is packed is a strong fibre board case that is guaranteed to carry its contents in perfect condition, but is easy to open—just slit the top with a pocketknife.

### Capacity of Cartons and Containers

Original **containers** of **Franklin Carton Sugar** hold 24, 48, 60 or 120 lbs.—according to the grade—as follows;—

*FRANKLIN GRANULATED SUGAR is packed:—*

*2-lb. or 5-lb. CARTONS, 60-lbs. to the CONTAINER. Same size CARTONS 120 lbs. to the CASE.*

*DESSERT AND TABLE in 2-lb. CARTONS, 48 lbs. to the CONTAINER.*

*POWDERED and XXXX CONFECTIONER'S in 1-lb. CARTONS (with paraffine paper lining) 24 lbs. to the CONTAINER.*

*CUBE in 2-lb. CARTONS, 48 lbs. to the CONTAINER.*

## THE FRANKLIN SUGAR REFINING COMPANY PHILADELPHIA

*"Your customers know FRANKLIN CARTON SUGAR is CLEAN SUGAR."*



### WHAT TO TELL CUSTOMERS

"When you buy **FRANKLIN CARTON SUGAR** you can be sure that it is clean and dry, not lumpy and dirty; we would rather sell it to you than sugar we have to buy in a barrel, because we are sure it will give you better satisfaction."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants





## Pleasant to Make, Profitable to Handle Freihofers' Egg Elbow Macaroni

Is made in a clean, daylight, *American* factory where there is no dirt to hide and visitors are always welcome. Machines do the work instead of human hands. Made of *real eggs* and *high grade farina*—it's the finest macaroni that can be produced. FREIHOFER'S EGG ELBOW MACARONI is easy to sell the *first time* and after that it *sells itself*, because of its *fine quality*, *tenderness* and *delicious flavor*. Tell your customers about its cleanliness and start them buying it; you can be sure that steady sales at good profits will result.

*Freihofers* Baking Company, Philadelphia.

### WHAT TO TELL CUSTOMERS

"There's *one* macaroni that has the quality, flavor and cleanliness—that's FREIHOFER'S EGG ELBOW MACARONI. It's the best ever.

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## Housekeepers, Doctors, Grocers, Bakers, Printers, Plumbers — Everybody Uses Banner Lye

Every person who comes into your store is a possible buyer of **Banner Lye**; you ought to keep it displayed at all times so everyone can see that you sell it. No article can be used for cleaning in as many ways as **Banner Lye**. It sterilizes, cleans, disinfects, removes foul odors, cleans out waste pipes and kitchen sinks, etc. You can *guarantee* **Banner Lye** and you can easily work up a large sale for it. Call your customers' attention to the convenience of the sifter top can. You can count on steady sales and profits from **Banner Lye** if you'll push it.

### THE PENN CHEMICAL WORKS Philadelphia, Penna.

#### WHAT TO TELL CUSTOMERS

"BANNER LYE is the best cleanser and disinfectant manufactured. For health's sake you should always have it in the home."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



soaps that manufacturers sell direct to the retail trade in this city. That is the question asked by the observers. The natural answer to some, at least, is that the jobbers are not likely to push such product anywhere. If they do not push them then the manufacturer will be driven to sell direct in other parts of the country as well as here. So there is no telling what will be the final outcome of the present condition.

It is not overlooked that the Kellogg decision was one of the factors, in all probability, in bringing about the change in the soap company's policy. Remarks are made in the trade about the uncertainty of feeling that exists in many quarters as the result of that decision and the trend of radical legislation of various kinds.

It is recalled that the Procter & Gamble Co. were prompt in revoking their restricted price plan upon the announcement of the Kellogg decision. Without restricted prices the relations with the jobbers were not entirely satisfactory and so the change to direct sales to retailers came about as solution of other difficulties.

So there is much interest as to whether similar action on the part of other manufacturers will follow.

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The laws proposed and pending affecting the grocery business are so numerous and many of them are deemed so radical by members of the American Specialty Manufacturers' Association that a new service has been instituted by that organization.

The new service is of the nature of a legislative information bureau. In this department the proposed laws, Federal and State, are kept on file. Careful digests of these bills are made with explanations as to their probable effect if enacted. These digests and explanations are being printed and copies sent to the members. Already three sets of these special bulletins have been distributed.

This service has awakened much interest among the members and is proving very popular and helpful in enabling them to keep in touch with legislative developments throughout the country. No effort is made to do any lobbying. The purpose of the bureau is purely to supply information.

The work is in charge of a legislative committee composed of



ouis Runkle, W. M. McCormick, J. J. Towle, W. B. Winslow, C. Winters, C. F. Alward and Secretary A. C. Monagle.

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Friends of J. E. Linihan, the president of the American Specialty Manufacturers' Association, were much pleased with the address that he delivered March 27th in Chicago at the annual meeting of the Chicago Auxiliary of the association. He discussed in a practical and helpful way many of the current problems in business and salesmanship. In particular he spoke against all tricky methods in making sales. He deprecated efforts of salesmen to overload their retail customers. He said the day of the salesman who knocks competitors is passed as far as successful specialty men are concerned.

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A petition in bankruptcy was filed this week against Giulio Rosati, wholesale dealer in groceries and Italian products at 2029 First Avenue. It is said that the liabilities will amount to \$20,000. Rosati is a retail dealer for several years and a few months ago started as a wholesaler, buying large

supplies. The court appointed a receiver. No assets have yet been observed by the receiver who found the store empty.

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J. T. Austin, former secretary of the American Specialty Manufacturers' Association, has been appointed "Sales Counsel" to the Beech-Nut Packing Co., Canajoharie, N. Y. Mr. Austin began his duties on April 1st. The principal duty of the sales counsel at the Beech-Nut Packing Co. will be to promote sales efficiency. Mr. Austin will act in a purely advisory capacity to the sales department. He will suggest ways and means to properly direct sales energy; to get more out of the same activity; to secure better results from the same physical energy; to cut down wasted energy; to develop every sales unit; to bring about thorough co-operation in the sales department; to keep up the maximum of enthusiasm in sales work and to educate and develop a proper esprit du corps. It will also fall to the new sales counsel's lot to secure the fullest co-operation of distributors; to see that the small merchant is not discriminated against, and to



## SKIPPER SARDINES

### A GOOD THING

SKIPPER SARDINES are the finest Norwegian Sardines that come to this country, from a land that packs the finest Sardines in the world. Tender, spicy little fish in pure olive oil or tomato sauce. Your customers are sure to like them.

There has never been a Sardine success like SKIPPER SARDINES; why? First, because of quality, of course, but second, because we guarantee both the sale and your profit.

**Angus Watson & Co.**

SOLE PROPRIETORS **"Skipper" Sardines.**

1011 Chestnut Street - Philadelphia, Pa.

Branch of Angus Watson & Co., Newcastle-upon-Tyne, England



## "The Dustless Prunes"

Only fly paper will gather as much dust as opened bulk prunes, and only part of it will come out in the wash.

This is one of the great points about U-Say Selected Sun-Cured Sanitary Prunes—they are sealed in a carton that keeps them fresh and moist like French prunes. Not one consumer out of ten will go back to bulk goods after trying U-Say Prunes once. Grocers who formerly sold prunes only in winter sell U-Says all the year 'round.

Packed in five sizes, retailing at 10, 12, 15, 25 and 50 cents.

**BEH & HERTER, Sales Agts.,** 140 Franklin St. NEW YORK

# FAIRY SOAP



Our extensive advertising has made everybody *know* FAIRY SOAP and it's easy for you to *sell* what everybody *knows* about.

The big, white, floating, oval cake of FAIRY is the BEST soap a nickel can buy and the easiest a grocer can sell.

"Have you a little 'Fairy' in your home?"

**THE N.K. FAIRBANK COMPANY**

**CHICAGO**



IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



aid in the work of interesting other manufacturers to advocate the same policy.

Mr. Austin expects to travel all over the country in connection with his work, but he will have his headquarters at 100 Hudson street, New York City.

#### SUMMARIZED MARKET CONDITIONS.

Improvement is reported by some of the brokers in the spot coffee market. Most roasters continue to buy, however, in a hand-to-mouth way so that the business is generally of a jobbing character. There is a fair demand for mild grades from roasters, some of whom regard the present prices of these grades as attractive when compared with the prices of Brazils. The railroads are getting slowly back to normal conditions in the Middle West and it is believed that there will be a somewhat livelier demand after the various lines are again fully opened for transportation.

Distributors seem indifferent to the comparatively low level of prices of granulated sugar. This is without doubt due to their anticipation of action on the sugar tariff,

although it is not likely that any change will be effective before July. The refiners are quoting 4.30 cents for standard granulated, except that the Federal is 5 points lower.

Rice is quiet with the distributors buying only for actual requirements. The distributors are doubtful of the ability of the Southern mills to maintain control of prices.

In the tea market the distributors are looking around with more interest than was the case in the last few weeks. This is attributed to the reports about a possible duty being placed on teas. The actual sales are, however, confined mostly to present requirements. Prices are well maintained on all lines. It is the general opinion that conditions will tend gradually toward a strong market until the new crops arrive.

Grocery grades of molasses are moving freely. There is considerable activity in foreign molasses in replenishing stocks. Prices are generally firm.

Reports indicate that the Canned Foods Week is coming up to expectations in stimulating the retail trade. The National Association and local interests have pushed the

movement with liberal advertising in the local press and this condition is said to be general throughout the country. The packers and wholesalers have, as a result, a somewhat firmer feeling. After this week it is hoped that there will be an increased demand from the retailers to replenish stocks. Many of them, especially the chain and department stores, have been co-operating in the movement by making special drives in this department during the week. Prices of most lines of canned vegetables in the wholesale spot market are steady. The conditions as to canned fruits are similar and here as well as in vegetables the packers and wholesalers are looking forward to increased business as a result of the efforts this week to increase the public interest and the consumption.

The local market for raisins of all kinds is dull and has not yet responded to the reports from the coast of the activity of the growers' association in getting control of spot and future stocks. There seems to be a surplus of seeded raisins here and until that is distributed no improvement in local conditions seems likely. Prunes

are selling in a routine way with the demand continuing chiefly for the larger sizes. Spot apricots are firmer as a result of the reports of damage by frost to the growing crop. Spot dried peaches are quiet, with prices maintained. Currants are unsettled in sympathy with foreign conditions.

Flour is selling slowly. There is a wide range of prices for the lower grades, and the mills are desirous of moving these lines, so that they are willing to offer concessions. Spring wheat patents may be bought from \$4 to \$4.25 in jute, but some mills ask higher prices for popular brands. The buyers don't seem willing, however, to contract except for requirements, as a rule.

Butter has fluctuated considerably during the week as the result of the interruption of transportation due to Western floods. A rise in the latter part of last week was followed by a slowing up in the demand, but a decline coming early this week gave an impetus to buying. Offerings are now freely made at current prices as receipts are liberal. The best grades of fresh creamery range from 34 to 35 cents. There is no held butter in the market. Seconds are moving fairly well at 33 to 33½ cents. The best grades of process butter bring from 27 to 29½ cents.

The egg market has been unsettled, but seems to be getting a little steadier. The strictly fine qualities show the most improvement. The floods have interfered with shipments, but receipts are sufficient, although in the fancy grades the arrivals are rather limited. The best grades of Western eggs sell at 17½ to 20 cents in the wholesale market. Most sales are at 18 cents or a fraction less. Strictly fancy nearby white eggs bring as much as 21 cents. There is a wide range of prices downward in lower grades of Western eggs.

FRED. A. MAGILL.



## "Her Shoes Are White; His Shoes Are Tan"

That will be the case with almost every couple this season, and there's going to be a record-breaking sale of MASON'S WHITE DRESSING and MASON'S TAN COMBINATION because they are unequalled for keeping white, and tan shoes, in "new" condition. Get women customers buying MASON'S WHITE DRESSING, which makes a white shoe REAL WHITE (NOT GRAY) and won't rub off on the clothes; they'll be so pleased they'll send the men folks to buy MASON'S TAN COMBINATION, and whichever you sell pays you 75% profit.

LOOK OUT for "cheap" shoe dressings that stick on your shelves. MASON'S sell and pay you your profit.

## JAS. S. MASON COMPANY

138-140 North Front Street

PHILADELPHIA

#### WHAT TO TELL CUSTOMERS

"MASON'S WHITE DRESSING is 'the finest ever' for white shoes. When you see how good it is, remember we also sell MASON'S TAN COMBINATION, the best for tan shoes."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"

## MANY GROCERS

Find it pays them to read the "good stuff" in

The Advertising World  
Columbus, Ohio

Sample free, or four months' trial for 10 cents

## ELTON J. BUCKLEY

Editor "Grocery World and General Merchant"

Attorney and Counselor at Law

643-648 Land Title Building  
Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609  
Keystone, Race 746



# NOW!

¶ We are doing some especially close figuring on **TEAS** just now, which with the saving which we always make on account of selling by mail instead of through salesmen, ought to make our plan look particularly attractive to you.

¶ Send us a sample to match. We will tell you at once what we will match it by mail for.

**DURYEE & BARWISE**  
Roasters and Packers Teas and Coffees  
89 FRONT STREET, NEW YORK  
ESTABLISHED 1897

## Window Lighting in the Grocery Store

¶ A shop window is a splendid advertisement only when the goods in it are properly displayed and properly illuminated.

¶ The illumination of a shop window is seldom, if ever, right unless the source of light is concealed, and the only illuminant which can be successfully used to obtain this effect is Electricity.

¶ We will design an effective method of lighting your Grocery Store and windows without charge. Consult

**The Philadelphia Electric Company**

TENTH AND CHESTNUT STS.

## BURK'S MEAT LOAF

### Seasonable Throughout the Year

Composed entirely of fine selected meats—contains no flour or cereals. Baked fresh daily in loaves of about six pounds.

Makes a quick and delicious breakfast sliced and fried in a little butter.

Cut in thin slices it can also be served cold for luncheon or warmed in the oven in one piece to take the place of a roast.

**MEAT LOAF** was originated by us, now imitated by others, but none equal to Burk's, which is prepared from only the choicest materials.

## BURK'S PASTRY LARD

### IN ONE-POUND PRINTS

This lard is open kettle rendered, absolutely pure and prepared in the most careful manner from the fat of young corn-fed pork. It contains no stiffening and as none of its original properties have been extracted, it is rich in oil and especially adapted for fine pastry.

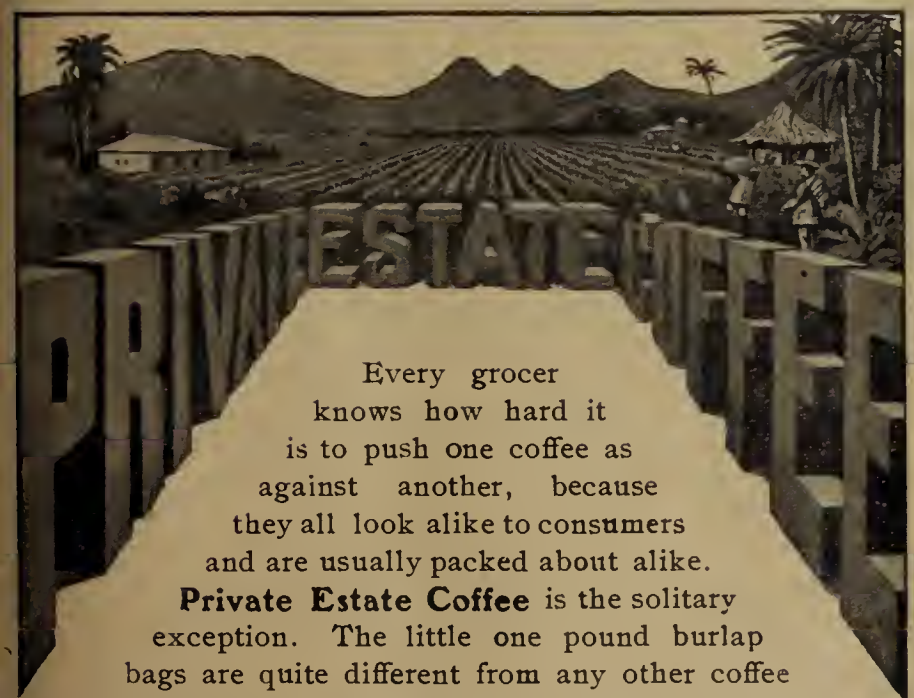
Wrapped in parchment paper, resembling in size and shape a pound print of butter, making a clean, sanitary and ever ready package.

Desirable at this season of the year as housekeepers prefer to buy lard in small quantities, the limited capacity of an ordinary refrigerator preventing the storage of the usual three and five pound can.

Economical for the dealer, as it saves all draughts and possible overweight during a rush or through the indifference of clerks, and makes unnecessary the use of wooden trays and similar contrivances.

Made additionally attractive by the use of the blue and white label which makes Burk's products so distinctive wherever displayed.

**LOUIS BURK**  
Girard Avenue and Third Street  
PHILADELPHIA



Every grocer knows how hard it is to push one coffee as against another, because they all look alike to consumers and are usually packed about alike.

**Private Estate Coffee** is the solitary exception. The little one pound burlap bags are quite different from any other coffee package, and this helps along the fact that the coffee itself is different, being largely composed of rich Mexican.

You can sell **Private Estate Coffee** with half the trouble that it takes to sell other coffee. It pays an absolutely satisfactory profit.

Also packed in one and three pound tins.

**Private Estate Coffee Company**  
Successors to F. A. CAUCHOIS & CO.  
21-23-25 Fulton St., New York  
FULTON MILLS





## WILBUR'S COCOA

Is for Baking As Well As Drinking

WILBUR'S COCOA is not only a most delicious drink, but it is also a food, and has more food value than meat, eggs, cheese or milk, in an easily digested form. Educate your customers to use it in cake baking and you'll have a cocoa trade that will surprise you.

WILBUR'S COCOA is better than chocolate for icing cakes and makes delicious Desserts, Puddings, Pudding Sauces, Candies, etc. Our booklet "COOK'S TOURS THROUGH WILBURLAND" contains 59 recipes for using WILBUR'S COCOA, so delicious that the woman who tries one wants to try all the rest. Every recipe gives the exact amount of each ingredient required, and has been thoroughly tested. If you'll send us the names and addresses of some of your customers, we'll mail each a copy of our booklet with a coupon that will bring them to you to buy WILBUR'S COCOA. When you get your customers using WILBUR'S COCOA for baking, candy making, etc., they'll buy pound and half-pound cans instead of quarter-pound cans, and they'll buy OFTEN.

**H. O. WILBUR & SONS, Inc.**  
PHILADELPHIA

### WHAT TO TELL CUSTOMERS

"If you'll use WILBUR'S COCOA for icing cakes, instead of chocolate, you'll get a nice, soft icing that you can cut through without it falling off the cake or sticking to the knife."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



"LINWOOD HAINES LIMITED" IS THE LATEST ENTERPRISE TO TRY TO SELL GROCERIES AND GENERAL MERCHANDISE DIRECT TO CONSUMERS.

(Continued from page 7.)

house" for the reason that our deliveries are made by fast auto service. When you stop to consider that a 3,000 pound delivery truck can cover 50 per cent. more territory than is ordinarily covered by eight or ten horses in the "old time" delivery service, you will begin to realize, in part, what a vast amount of business should be developed in the territory covered by each "distributing house." One drawback of the large mail order houses is that, as their business is necessarily scattered over a large area, they are compelled to require their customers to pay the transportation charges; by the Haines System, all efforts of each "distributing house" are concentrated to thoroughly develop the territory allotted to it, and we absolutely eliminate the express and freight charges, which are ordinarily added to the original cost of the purchase.

The ordinary retailer is handicapped by his limitations in this very matter of making deliveries, and thus he is able to do business only within the confines of his particular neighborhood; whereas, a Haines "distributing house" is able to quickly reach every neighborhood, every street in every neighborhood, every house in every street, in each city or town within its distributing area. But even by using this economical method of distribution, a still further saving is effected by the Haines System, in the organization of Hainesdale Happy Home Clubs by patrons, whether stockholders or not, and composed of any number of members from two upward. Individuals purchasing in large quantities are also eligible to the club discounts. This saving is brought about by eliminating the delivery of a great number of small orders, and delivering the larger quantity to one address.

In order to further the spirit of co-operation among stockholders, patrons and Hainesdale Happy Home Club members, our magazine, "Hainesdale Happy Homes," is one of the striking features of the Haines System, as it affords an efficient medium for the discussion of household problems. It will give the latest news of the progress of Linwood Haines Limited of America to both stockholders and patrons; it is planned to make it the most up-to-date house organ in America.

Linwood Haines Limited of America is the possessor of valuable formulae for the manufacture of pure foods, pharmaceutical preparations, toilet articles, etc., and as soon as arrangements can be completed, we will install our own laboratories, pure food kitchens, coffee roasting plant, etc., and, in time, practically all lines of goods will be sold under our own trade marks and labels, thus entirely eliminating competition and furnishing these articles at an absolutely first price—the "Haines to Home" price, which shall in every case be the very lowest possible. This is just another instance of the maximum of efficiency in service at the minimum of expenditure.

Please remember one fact very clearly—this is not a speculative enterprise. The receipts from the sale of stocks are being invested in tangible assets, such as merchandise, distributing house equipment, etc., which will always be worth 100 cents to the dollar. The company has no debts, neither will it create



any. Every bill for goods purchased is discounted and all goods are sold for spot cash.

The dividends on the "preferred" stock, which are cumulative, are declarable on the first day of February and August of each year, beginning with February of 1913. The "preferred" stock has preference over all earnings and assets and has full voting power. The "common" stock is full-paid and non-assessable, and, due to the small amount of "preferred" outstanding and the low cost of conducting our business, this stock should show an earning power of from 10 to 20 per cent. inside of two years from the opening of "distributing house" No. 1. Even a dividend of 5 or 6 per cent. upon the "common" stock would give it a market value of at least par; and that means that the subscriber, under our present stock offering, will have doubled the value of his investment; or, in other words, for every \$100 invested, the total value of the securities owned should be at least \$200 within two years.

The "Grocery World and General Merchant" sent a representative to Camden to size up the only distributing depot" which the Haines concern has established as yet, and the report is as follows:—

This concern has moved from Front and Market to Front and Federal into a three-story brick building. The third story is not in use at the present time.

The first floor is clean, with side walls whitewashed and posts and woodwork painted red. Canned articles, soaps, groceries, articles of household use, washing machines, incubators, etc., on shelves and tables. The second floor has sample furniture—samples of furniture from which you can give your orders, and the kinds they do not show are represented in catalogue.

They take orders for all kinds of wearing apparel, making measurements at their store or will send you direct to the tailoring house here in Philadelphia who supply their clothing.

Outside walls of the building are decorated with painted signs, such as "Skipped Sardines," etc. Between the building and the corner of Front street they have their garage, and across the second-story front a large sign, "Distributors"; across the first floor front, "Linwood Haines Limited." Altogether, the building looks as if it had been selected for general utility rather than its beauty.

They have been in business since February, 1912. The stock was not placed on the market for several months afterward. The company declared the first semi-annual dividend of 3½ per cent. on its preferred stock in February, 1913. The second will be due in August. They guarantee 7 per cent. annual dividend. They make no promises with regard to dividends on the common stock, but hope to pay 4 or 5 per cent. in three or four years. Each shareholder is entitled to a 5 per cent. discount on all goods purchased, but he does not receive it at the time of making his purchase, in cash, but in the form of a credit slip, good with his next purchase. The board of directors has been increased to seven, elected by the stockholders, including the three original officers, Messrs. Haines, of Camden, and Mr. Roberts, of Philadelphia, instead of S. E. Slagle, as given in the old booklet.

They have not advertised anywhere but New Jersey, which they



# Parke's UNMATCHABLE Coffee IS A GOOD Leader

for you to push because it will please your customers and bring them back. You can be sure of a steady sale. Packed in neat, handy cartons that save you time and overweight, besides retaining the delicious flavor and aroma.

Parke's Stamp Line Coffee appeals to the consumer who gets the best value in coffee as well as the valuable Parke stamps, which are redeemable for hundreds of valuable premiums.

The Stamp Line includes Coffee, Teas, Baking Powder, Spices, Ammonia, Blue, etc. The whole line handled as a proposition will positively increase your sales.

## L. H. PARKE COMPANY

232-234 Market Street  
PHILADELPHIA

638-640 Grant Street  
PITTSBURGH, PA.



### WHAT TO TELL CUSTOMERS

"Madame, here's a coffee we can guarantee, PARKE'S UNMATCHABLE COFFEE. You'll be pleased with its flavor and aroma, and you get a fine line of premiums for the Parke stamps that come with it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

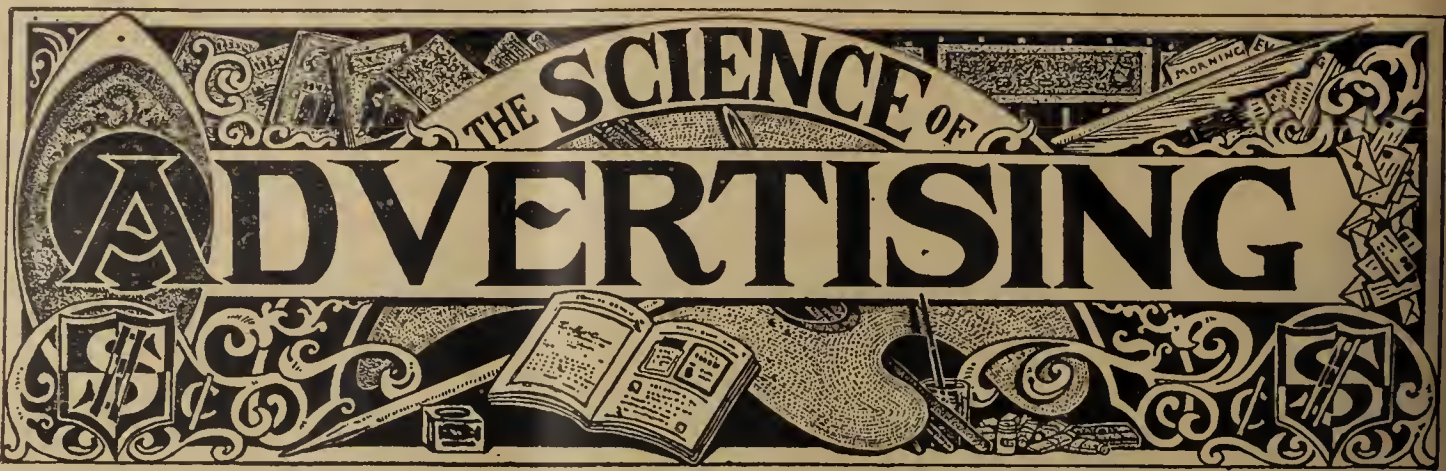


are circularizing and advertising through local country papers, hoping to cover the State thoroughly before enlarging their territory. Not particularly anxious to establish retail stores, because of overhead and running expense; would rather do most of their business through mail order.

The representative got from the concern one of its grocery price-lists, which consists of a number of typewritten sheets fastened together. In the introduction the statement is made that the price-list is to be issued every sixty days. "By buying from your local retailers," it reads, "you get absolutely nothing for a portion of the money you spend for your table." Freight is paid on orders of over \$10, exclusive of sugar. Freight is also paid on sugar where not more than twenty-five pounds are included in a \$10 grocery order. Some of the prices are as follows:—

Granulated sugar, 25-lb. bags.	\$1.13
Good only with \$10 order.	
Granulated sugar, 10-lb. bags.	.45
Haines phosphate baking powder, 1/2-lb. cans	.11
Colburn's cream of tartar powder, 1/2-lb. cans	.18
English Breakfast tea, 1/4 lb.	.12
Golden Rio coffee, 5 lbs.	1.20
Mokojavo blend, 5 lbs.	1.70
Hershey's cocoa, 1/2-lb. can.	.18
Selig's chicory, 5-oz. pkg., doz.	.32
Colburn's black pepper, lb.	.22
Colburn's nutmegs, doz.	.05
Colburn's Mayflower lemon or vanilla extract, bottle	.20
Karo syrup, 2-lb. cans, doz.	1.00
Dove New Orleans molasses, 2 1/2-lbs. cans, 2 doz. case.	3.12
Red Alaska salmon, No. 1, tall cans, 4 doz.	7.75
Maconochie's Royal Scotch Kipper herring, No. 1, oval tins, case 6 doz.	9.60
No. 3 Norway mackerel, 400-450 count, 10-lb. pail.	1.15
Magic or Yeast Foam yeast cakes, 4 pkgs.	.14
Jell-O, doz.	1.10
Chalmer's gelatine, shredded, doz.	1.10
Chr. Hansen's junket tablets, 3 vials	.25
Baker's cocoanut, doz.	.48
Niagara cornstarch, case 40 1-lb. pkgs.	2.90
Freihofer Egg macaroni, 3 pkgs.	.27
Freihofer's Egg noodles, 3 pkgs.	.27
Colburn's Hasty tapioca, doz.	1.00
Ye Old Colonial preserves, doz., 16 ozs.	1.65
Southwark apple butter, case 2 doz.	2.95
Griffin & Skelly Hawaiian sliced pineapple, case 2 doz.	4.40
California lemon cling peaches, case 2 doz., 1-lb.	2.40
California asparagus, case 2 doz. cans	5.00

Readers hereof will be interested in comparing the above prices with their own. The Haines scheme differs radically from other schemes of the same sort, in that most of the goods quoted are well known brands. All other mail-order concerns mostly quote their own private brands.



Joliet, Ill., Nov. 19, 1912.  
Editor "Science of Advertising."

Dear Sir:—Under separate cover we are sending you a copy of the Joliet "Herald," with our opening, double page grocery ad., under the heading of "Ducker's Corner." We would appreciate your comment or criticism on same. Trusting we are not over-stepping our bounds, we are,

Yours truly,  
G. A. DUCKER Co.

The advertisement referred to in the above letter filled two ordinary size newspaper pages, with the exception of two columns of reading matter, one before and one after. The advertisement is so large that it is impossible to reproduce it so that it can be read, but I will reproduce a small photograph of it, so that the layout can be seen:—

creates a cheap impression, and inevitably that impression extends in a measure at least, to the advertisers in it. Therefore the advertisers are vitally affected, and they ought to get together and notify the publisher that unless he improved the appearance of his paper they would withdraw their patronage. That he would do it goes without saying; he would have to do it.

\*\*\*

I may have said before that in my judgment a grocery advertisement as large as this is never profitable. It is too big and unwieldy, and with only groceries to advertise, there is too little variety. A double page newspaper advertisement of gro-

it. It is well laid out, though the introduction is a little crowded. There are a great many price-lists in it, which regular readers of this department know I am constitutionally opposed to. Except under extraordinary circumstances, such as unusually low prices, I would never advertise an article that I hadn't room to say a word for. I notice another thing which I will use to hang a point upon. The paragraph about rice is as follows:

## Rice

Fancy picking of  
Texas and Carolina  
Rice, new, fresh  
goods, per pound—

6c, 8c  
and 10c

This is not sufficiently illuminating, and it is a fair type of a lot of matter that goes in advertising. Advertisers forget that the people they are advertising to have no information on the point. There is not a word in this rice advertisement to explain the three different qualities; the text seems to indicate but one grade, yet three prices are quoted. Don't you see how that leaves the consumer in the dark as to what you are advertising?

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

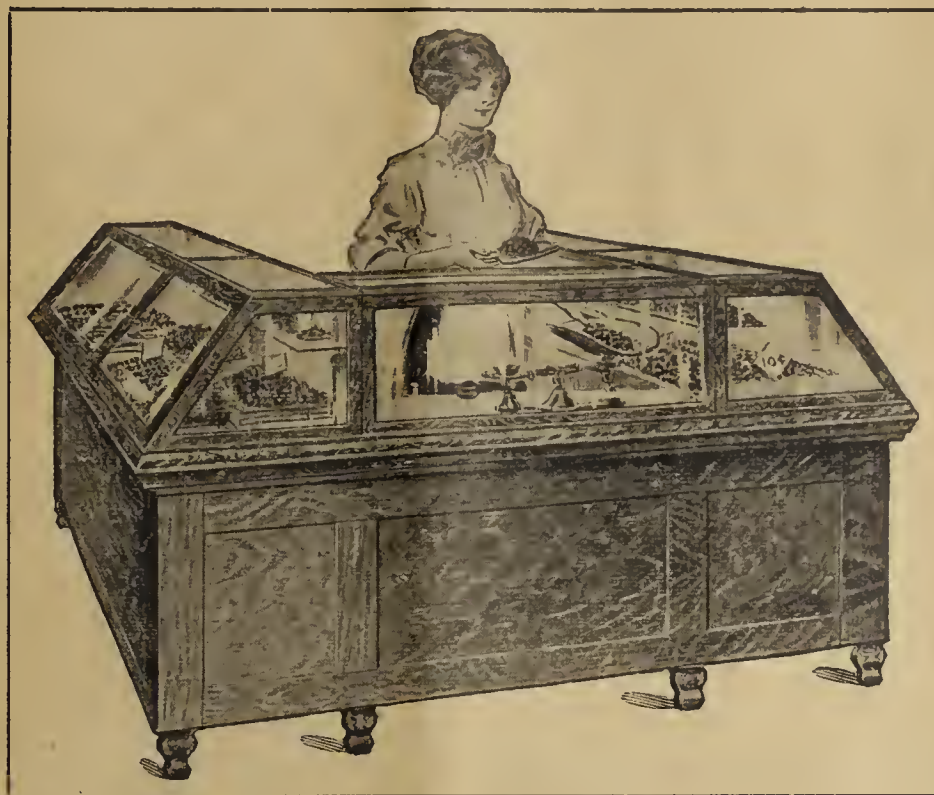
Naturally, this is the merest suggestion. The paper in which this appeared was the Joliet "Evening Herald," and it is so poorly printed, and on such poor paper, that the Ducker advertisement is nowhere near as effective as it should be. I can't understand why so few newspaper advertisers seem to consider the cheap and poor appearance of the newspaper in which they advertise, a matter in which they have any call to interfere. A newspaper that is cheaply and poorly printed

series is too big a mouthful for the average consumer; she might go through a page, but two pages at once is too much. I believe that Ducker & Co. would have made, with one full page, all the impression that they made with two, and would have gotten as much results as they got from two. And they would have saved nearly half their money.

\*\*\*

There is so much of this advertisement that it is hard to criticise





# In the Front of Your Store

a candy department like this one will make the easiest sales you ever rang up on your cash register.

And this particular one is doing that very thing right now for merchants who need profits not one whit worse than you need them.

It takes up little space; it increases the good looks of any store; and it brings more business with less investment than anything you ever spent your money for.

You get it all primed with clean, fresh merchandise and trimmings, ready to do business the moment it is packed and set up.

This is the so-called "Syndicate Store Gold Mine," and it works well everywhere.

Write to our Philadelphia Sample House for fuller information about the goods that come with it, and be sure to mention this journal so they'll know what you're talking about.

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## BUTLER BROTHERS

*Exclusive Wholesalers of General Merchandise*

NEW YORK

CHICAGO

ST. LOUIS

MINNEAPOLIS

DALLAS

CINCINNATI KANSAS CITY MILWAUKEE OMAHA SEATTLE CLEVELAND PORTLAND PHILADELPHIA



# THE GROCERY MARKETS

## Tea.

The tea market has perhaps shown somewhat more signs of activity during the past week, and a fair trade is reported. Prices show no change for the week, except that certain low grades, notably Foo-chow Oologs, are feeling a little better.

## Coffee

The market for Rio and Santos coffee is doing a little better, and has recovered perhaps  $\frac{1}{2}$  cent from the lowest point of three weeks ago. The outlook is not favorable, however, for any radical advance at this time, although the large speculative interests might put the market back if they set about it. The demand is fair. Mild coffees are also stronger and on some grades buyers and sellers are as much as  $\frac{3}{4}$  cent apart. Java and Mocha are unchanged and quiet.

## Sugar.

Raw sugar is still inclined to be weak, and sales have been made during the week at concessions. Refined sugar is unchanged, but is weak rather than strong, and the demand is only moderate.

## Syrup and Molasses.

Glucose has advanced 10 points during the week, but compound syrup, being in dull demand, remains unchanged. Sugar syrup is dull at ruling quotations. Molasses is quiet and unchanged.

## Fish.

Mackerel shows no change for the week and the market is still in buyer's favor. There are not many buyers, however, who are buying except from hand to mouth. Salmon shows no change for the week, most grades of Alaska fish being easy. Cod, hake and haddock steady and quiet. Domestic sardines are unchanged and in light demand. Imported sardines are scarce and firm.

## Canned Goods.

Tomatoes show no change for the week, either spot or future, and "Canned Foods Week" seems not to have made any difference in this section in the demand for anything. The demand has been quiet. Corn and peas, both spot and future, have shown no change and only moderate demand. Apples quiet and unchanged. California canned goods

are in usual seasonable request at unchanged prices. Small Eastern staple canned goods show no change and seasonable demand.

## Dried Fruits.

Prunes are unchanged and quiet. Peaches and apricots are steady as to price, and in moderate request. Raisins are higher on the coast, by reason of the practical consummation of the new growers' combination, and holders out there are asking as much as 1 cent per pound more. In Eastern markets, however, prices are unchanged, and about all holders will sell at the old figures. Currants and other dried fruits quiet and unchanged.

## Beans and Peas.

Domestic pea beans are unchanged on spot, with a stronger feeling in Michigan and a firmer feeling on stock to come forward. Marrows are unchanged and quiet. California limas, green and Scotch peas show no change and light demand.

## Butter.

The receipts of butter in Eastern markets have been very liberal during the past few days, due to the coming forward of much of the stock delayed by last week's floods. The result has been a temporary supply and a decline of 4 cents per pound. This gets the market lower than before the blockade. Conditions are fairly healthy at present prices, and stocks are being rapidly cleaned up. Even at the decline the market is very high and further decline is probable if there is any change whatever.

## Eggs.

The egg market is firm at 1 cent per dozen below a week ago. Receipts are fairly liberal, but a large percentage is going into cold storage, and the market is fairly firm at the present range of quotations. No radical change is in sight within the next few days.

## Provisions.

All cuts of smoked meats, picnic, regular and skinback hams, bellies and bacon, are steady and unchanged, with only a moderate consumptive demand. Pure lard is firm and unchanged, with a fair consumptive demand. Compound lard is unchanged with an improved consumptive demand. Dried

beef, barreled pork and canned meats show no change and slightly improved demand.

## Cheese.

The cheese market is barely steady at a decline of  $\frac{1}{4}$  to  $\frac{1}{2}$  cent. The consumptive demand is a little better than it was, but not good enough to absorb present holdings. As the weather gets warmer the demand will still further improve. The factories have not yet started and no sharp declines is looked for until new cheese comes forward.

## INDIVIDUAL MARKET REPORTS.

### Imported Fish Specialties.

Holland Herring.—Stocks are very limited, and although orders are coming in only on a hand-to-mouth basis, stocks are likely to be cleared out very shortly, and long before new goods can reach this market again.

Scotch herring are neglected, but Norway herring continue in good demand and only a fair supply.

Mackerel.—The market is dull, and the little business that has been done was at quotations lower than those prevailing last week.

Imported Sardines.—The demand continues exceptionally good, but unfortunately stocks are not sufficient to meet the demand. Boneless  $\frac{1}{2}$ s are practically out of the market, and so are French sardines of good quality at reasonable figures. The market for Norwegian sardines has strengthened considerably. It is to be hoped that prices will gradually be established on a remunerative basis.

Irish Mackerel.—Our agents in Ireland report total shipment for the week of 306 barrels, making a total shipment to date of 1912 Irish autumn mackerel of 30,385 barrels.

STROHMEYER & ARPE Co.  
New York.

### Rice.

The demand for the week as a whole has been fairly active, and a better tone is apparent, in that local and out-of-town buyers are showing more interest in the offerings. There have been some rather attractive parcels put before the trade, but prices are held quite firm on all desirable grades. The general trade outlook is steadily improving. Japan sorts are still plentiful, but low grades are being noticed as decidedly worth while. High class qualities hold their own, and where such grades are required full value prevails. Everybody must eat and have clothes to wear,

and make money to meet current expenses, so that it begins to look as if business men all over the country had made up their minds to go ahead with reasonable conservatism and buy and sell without waiting for the consummation of action by Congress on the Tariff Revision, and it is quite evident that the business of 90,000,000 people cannot be sidetracked for an indefinite period by any public question of vital interest, whether it be adjustment of the currency or tariff reform.

Advices from the South, along the Atlantic Coast, report quiet conditions, with limited offerings. Collections are still reported slow but show improvement over previous week. At New Orleans the market is firm and quiet, though there is a slight improvement in the distributive demand.

In the Interior—Southwest Louisiana, Texas and Arkansas—there is nothing of especial interest other than improving weather, so that planting is getting under way. Such of the mills as are still at work are gradually putting out their offerings on a reasonable basis, and a better movement, both in Honduras and Japan, is being incited. The "big deal," for shipmen abroad, is still being quietly worked up. It is yet expected that it will go through, which must naturally have a decidedly strengthening effect on the general situation.

Cables and correspondence from abroad note that a moderate business has been done in Burma descriptions of rough rice at the quotations; "spot cleaned" dull; for ward Burma" lower.

DAN TALMAGE'S SONS Co.  
New York and New Orleans.

### Standard Canned Goods.

The tomato market has displayed more activity during the last week than in any previous week in the new year. Inquiries are coming in for both spots and futures from many directions. It looks as if the effort which has been made toward Canned Foods Week was already producing results. The opening of lake and rail for Western shipment is also having its effect. It now looks as if the slumber of the long dull winter season which we have been experiencing was at an end and with the opening of spring the revival in the market seems a hand. The spot 3s standards which have been offered at 80 cents have been and are being pronounced unsatisfactory and the 82 $\frac{1}{2}$  and 85 cent goods are in more active demand, as buyers are realizing that the better grade of goods is scarce and if they would obtain satisfac-



quality to offer their customers they must pay the 2½ to 5 cents dozen more.

The packers and growers are gradually getting together after the long dead-lock. Prices for raw material are much higher than conditions would justify and on account of the high prices demanded for the material, packers are discouraged over the outlook and are very much disinclined towards a large change, feeling it is useless to make a mighty effort and then swop dollars, as the prices being offered for futures do not afford a living profit to the most capable managers and the average packer, figuring only the cost of production, hence the conservative packers are not pushing sales, feeling that they would rather wait until the goods are checked than to anticipate a loss in advance.

While some are offering standards at 80 cents, the more conservative and reliable packers are not willing to accept under 82½ cents standards and proportionately higher prices for extra standards and fancies which require more careful selection of raw material and much extra care in handling. They feel even at the higher range of figures that some of them are willing to accept that the margin between the cost and selling price could be easily wiped out by such top and labor conditions as were experienced last year, leaving them nothing for their season's work. Consequently, there is little doing in the future game as yet, and it could be well for buyers who are facing business at the lower basis to consider well both the reliability and responsibility of their seller.

The tomato game as it has been played from the buyer's standpoint has been loosely played. Some buyers who received a full delivery in 1912, when there was a heavy pack, might be inclined to gamble and place their business again with irresponsible sellers, but they should bear in mind the experience of 1911, and the safe policy would be to follow the example of the burnt child, who dreads the fire, rather than gamble with the situation. Yet there is a weakness in human nature which predisposes a disposition to gamble, and those who prefer to pursue this policy should be good losers and not howl after they get hurt. There are conservative, reliable and responsible packers to be found who have made good in the past and who are willing to book business for future delivery on a reasonable margin of profit, and buyers who prefer to play a safe game are placing their orders with this class of packers.

Cheap corn is moving in volume. The better grades are in small compass, and the latter kind are commanding high prices where needed. It is hoped that the efforts made during Canned Foods Week will put a big "crimp" in the holdings

of spot corn, and judging by the large sales and the big demand recently experienced for the cheaper grades, it looks as if this was being anticipated by many buyers, notwithstanding the acknowledged large supply of spot corn of the cheaper varieties. It is remarkable that the prices have held as firmly as they have; in fact, they are higher to-day than they were a few months back. It is possible that much of the cheap corn has gone into consumption. This is encouraging for the future, and while the prices are still low, goods are moving and stocks in first hands are being absorbed. Packers universally feel the need of curtailment in 1913. There is universal talk of curtailment of acreage and lower prices are being offered for raw material, which leads to a natural reduction in the contracted area.

We believe every effort will be made to get away from the packing of the poorer grades and towards the packing of the better grades. This is also an encouraging sign and every packer should do his part not only towards curtailment of acreage, but towards the improvement of his pack and the greater the effort made along these lines the sooner will the industry be gotten into a healthy condition where reasonable profits will once more be realized and the present demoralized feeling become a thing of the past. There is no other sane and rational way for the packers to work at the situation. It is useless to always expect Providence to come to the rescue of those who follow heedless ways, but by a slow pull, a hard pull and a pull together we will all once more find our feet upon a solid foundation of normal stocks and reasonable profits.

WILLIAM SILVER & CO., INC.  
Aberdeen, Md.

#### Evaporated Apples, Etc.

The situation here in the evaporated apple line is unchanged. Very little business is coming in from either the domestic or European markets. The speculators are not attempting to do any operating at present, however, but with this complete lack of demand prices hold very steady.

Prime quality in 50-pound boxes is quotable at 4⅞ to 5⅛ cents in carload lots, with cartons ½ cent per pound higher. Choice, 5¾ to 6 cents; fancy, 7 to 7½ cents.

Some business is being booked for 1913 crop October-November shipment at 6⅜ cents f. o. b. for prime.

Raspberries are a little stronger, there having been a better demand during the week. Good stock is quotable at 14½ to 15 cents.

C. C. HALL.

Rochester, N. Y.

#### Spices.

The market is fairly active. The European markets have recovered



## A Good Many Homes.

The Grocers are supplying Jell-O, America's most famous dessert, to ten million homes in this country—that is, Jell-O is in "every other" home. And some families use a lot of.

# JELL-O

These facts certainly interest grocers, and they remind us that if grocers who desire the beautiful new *one-piece* Jell-O window trim will write us, they will get it promptly, entirely free of cost to them, of course.

THE GENESEE PURE FOOD CO.,

Le Roy, N. Y.

The name JELL-O is on every package in big red letters. If it isn't there, it isn't JELL-O.

rather sharply, owing to better financial conditions there. The new tariff bill will be presented to the House next week, and we believe the question of duty on spices will soon be settled.

Black Pepper.—Prices abroad have advanced. Our market is unusually low. White peppers are scarce and firm; also in good demand.

Red peppers moving in a satisfactory way at unchanged prices.

Cloves in very active demand. Our market is under prevailing prices in Europe to-day. An advance is most probable.

Pimento (Allspice) selling in a satisfactory way at steady prices.

Mace very scarce and in good demand. Prices holding steady.

Nutmegs steady but unchanged. Demand fair.

Cassias.—All grades are quiet at present. Prices are steady. The demand should increase over the next thirty days.

Tapiocas unchanged and in moderate demand.

Gingers in better demand, especially African. The market is somewhat firmer.

Paprikas.—Hungarian grades quiet without change. Spanish selling unusually well at steady prices.

Seeds, Herbs, Etc.—Sweet herbs unusually quiet. Seeds selling fairly well. Celery, caraway and poppy all unchanged during the week.

McCORMICK & Co.

Baltimore, Md.

#### MARKET NOTES.

Peas are coming from South Carolina, and range from \$2.50 to \$3.50. They were recently ruling at \$5.

California asparagus is the best of that now on the market, and it commands from \$4 to \$5 per dozen. Asparagus is also coming



North from Georgia and brings 25 to 40 cents per bunch. The demand is good.

Florida strawberries are coming poor, and command 25 to 35 cents per quart.

Southern salad shows a wide range—75 cents to \$1.75. The demand is good.

Florida is now shipping new potatoes and they rule at \$6; the first brought \$7. Bermuda potatoes range from \$6.50 to \$7. It looks like a big crop of new potatoes.

Florida beans range from \$3.50 to \$3.75 per crate and are wanted.

Almost all the Florida tomatoes now coming forward are poor, and prices range from \$1 to \$1.75. Hothouse tomatoes are worth 30 to 35 cents per pound. Last year Florida tomatoes were bringing \$3 to \$3.25.

New lima beans are coming from Florida at \$3.50 to \$4. The quality is pretty good but the demand is poor.

### Remsen Report on Sulphur Dioxide in Food Said to be Ready.

**Rumor That it Finds it Harmless if Quantity is Restricted. Suggests Less in Some Dried Fruits.**

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

April 4, 1913.

It is understood that the report of the Remsen Board, appointed by President Roosevelt five years ago, and which has been studying the effect of sulphur dioxide when used in food, upon the human system, is finished and in the hands of the Secretary of Agriculture. It is rumored that the Remsen Board have found that sulphur is harmless both in molasses and dried fruits, but that its use should be restricted, and that less of it should be used in such California products as Ruby prunes.

HOLT.

### Article on Canned Foods Week Omitted.

The article dealing with the results of Canned Foods Week in this section, which is featured on the cover, had to be omitted because

sufficient information could not be obtained for it in time. It will appear next week.

### New Patents and Trade-marks in the Grocery Line.

*Messrs. Davis & Davis, Washington Patent Attorneys, report, this week, the grant of the following patents:—*

Washington, D. C., April 1, 1913.  
1,057,430. Display rack. A. T. Hunt, Chicago, Ill.

1,057,552. Package for food products or the like. A. J. Howell, Syracuse, N. Y.

1,057,761. Knockdown barrel. E. C. Morris, Hephzibah, Ga.

1,057,764. Coffee machine. C. Nelson, Brooklyn, N. Y.

### Organization is the Only Way.

There is only one way that the merchants of this State can get the laws passed which they need, and that is by organization.

The plan which is being carefully explained to all organized retail grocers in Pennsylvania means organization. There are less than 2,000 rated grocers and general merchants members of the Pennsylvania Retail Merchants' Association, and there should be at least 20,000. If every merchant will get busy on the Pennsylvania Plan, he will soon have an organization consisting of 20,000. If you want your city to have a real organization and would like to see it win the first prize of \$1,000, stock and push the goods of the following manufacturers: Charles W. Young & Co., soaps; P. F. Brown & Co., butter and eggs; Franklin Sugar Refining Co., package sugar; L. H. Parke Co., teas, coffees and spices; Armour & Co., "Veribest Products" canned meats,

soaps, hams, grape juice, bacon, extract of beef, lard, crushed fruits, pork and beans; H. O. Wilbur & Son, cocoas, confections, chocolate; Corn Product Co., Karo syrup and Kingsford starch; Borden's Condensed Milk Co., condensed milk; Jas. S. Mason & Co., shoe polishes and white dressing; Pen Chemical Works, Banner lye; Freihof Vienna Baking Co., macaroni, spaghetti pastels, noodles; Angus Watson & Co. Bouillon Herringlets.—Adv.

### Have You a Magazine Department?

The American News Co., of New York City, have a very attractive proposition for dealers who will start to sell magazines. They show you how to sell them with little or no expense to start. Magazines pay a mighty nice profit and they really sell themselves. If you will write to them they will gladly tell you all about their plan.—Adv.

## WITHOUT Fleischmann's Yeast

### Any Grocery Is Incomplete

As soon think of not carrying flour, sugar, butter, salt or eggs, as to omit *Fleischmann's Yeast* from your stock. Because whenever *Fleischmann's Yeast* is used three or more of the other products named are used too. See the added sales *Fleischmann's Yeast* makes?

THE FLEISCHMANN CO.

ESTABLISHED 1808

# John R. McFetridge & Sons

## Printers and Publishers

### FINE CATALOGUE AND COLOR WORK

No. 927 Arch Street, Philadelphia



ILL INTRODUCED WHICH WOULD COMPEL FOOD INSPECTORS TO LEAVE PART OF SAMPLE WITH MERCHANT FROM WHOM TAKEN.

(Continued from page 9.)

derably amended. The full text of the bill as amended is as follows:—

An act providing for the regulation of the manufacture and sale of distilled and fermented vinegars, prescribing their standards to prevent the adulteration of the same, providing for the enforcement thereof and punishment for the violation of the same.

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That from and after the passage of this act, no person, firm or corporate body shall manufacture for sale, offer for sale or expose for sale, sell or have in his or her or their possession with intent to sell, or deliver any vinegar not in compliance with the provisions of this act.

Sec. 2. The word "vinegar," as used herein is limited to a water solution of acetic acid, derived by the alcoholic and subsequent acetous fermentation of fruits, grain, vegetables, sugar or syrups, and if not distilled must carry in solution the extractive matter derived solely from the substances indicated on the label as its sources.

Sec. 3. No vinegar shall be sold or exposed for sale as apple or cider vinegar which is not the legitimate product of pure apple juice. The term "cider vinegar," as used herein, shall be construed to mean vinegar derived by the alcoholic and subsequent acetous fermentation of the juice of clean, sound apples, the acidity solids and ash of which have been derived exclusively from apples or clean, sound evaporated apple products, and which contains not less than 4 per centum of absolute acetic acid, not less than 1.50 grams total solids per 100 cubic centimeters; not less than 1.40 grams non-sugar solids per 100 cubic centimeters; not less than .25 grams of ash per 100 cubic centimeters; not more than 50 per cent. of sugars in solids; not less than 10 milligrams phosphoric acid soluble in water in 100 cubic centimeters of the vinegar; not less than 30 cubic centimeters of tenth normal acid required for neutralization of the alkalinity of ash of 100 cubic centimeters. Cider vinegar which, during the course of manufacture, has developed in excess of four per centum of acetic acid may be reduced to a strength of not less than four per centum, and apple or cider vinegar so reduced shall not be regarded as adulterated, provided it is branded "reduced with water." Every manufacturer or producer of cider vinegar shall plainly brand on the head of the cask, barrel or keg, or other container of such vinegar, his name, place of business and the words "cider vinegar," and no person shall mark or brand as cider vinegar any package containing that which is not cider vinegar. Any vinegar sold or offered for sale shall be marked or branded plainly upon the package from which it is sold in a manner to show its true character and source.

Sec. 4. All sugar vinegar sold or exposed for sale as such shall be strictly and distinctly fermented sucrose.

Sec. 5. No vinegar shall be sold or exposed for sale as malt vinegar

## EXTENSIVE ADVERTISING

MAKES

**Karo**  
(REG. U.S. PAT. OFF.)

EASY  
TO SELL



Every grocer, everywhere, sells KARO because our advertising reaches everywhere and creates demand for it. And everywhere that KARO sells because of our advertising it *keeps on selling* because of its quality, wholesomeness and purity. We have more than tripled its sale by teaching people to use it in cooking and home candy making as well as on the table. KARO is an "all-year-round" seller, there's no falling off, no letting up, a steady stream of sales that turn profits into the grocer's cash register. The way to get *your share* of these profits is to keep KARO well displayed at all times, because we have made the KARO can so well known that it sells on sight.

Besides its many other uses, Karo is widely used for home preserving. It will pay you to speak of this to your customers, because Karo pays you more profit than sugar.

**Corn Products Refining Company**  
**New York**



### WHAT TO TELL CUSTOMERS

"KARO is the biggest selling syrup we handle because it satisfies the greatest number of customers. Let me put a few cans in your order. I'm sure you'll like it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



which is not fermented strictly and distinctly from barley malt.

Sec. 6. No vinegar shall be sold or exposed for sale in which foreign substances, drugs or acids shall have been introduced. No vinegar shall contain any artificial coloring matter, and all vinegar shall have an acidity of not less than 4 5-10 per centum by weight of absolute acetic acid. If vinegar contains any artificial matter or less than the required amount of acidity it shall be deemed to be adulterated.

Sec. 7. All vinegar made by fermentation and oxidation, without the intervention of distillation, shall be branded "fermented" vinegar, with the name of the fruit or substance from which such vinegar has been made.

Sec. 8. All vinegar made by acetous fermentation of dilute distilled alcohol shall be branded "distilled" vinegar.

Sec. 9. Every person, firm or corporate body who shall violate any of the provisions of this act shall, for every such offense, forfeit and pay not less than \$50 nor more than \$100, which shall be recoverable with costs, including expense of inspection and analysis by any person suing in the name of the Commonwealth, as debts of like amount are by law recoverable. Provided, That the Department of Agriculture, through its officer known as the Dairy and Food Commissioner, together with deputies, agents and assistants, shall be charged with the enforcement of this act and shall have full access to all places of business, factories, mills, buildings, carriages, cars, vessels, barrels, tanks and packages of whatever kind used in the manufacture and transportation and sale of any vinegar or of any adulteration or imitation thereof, or any package in which vinegar is mixed with articles of food. They shall also have power and authority to open any package, barrel or vessel containing any vinegar or any adulteration or imitation thereof which may be manufactured, sold or exposed for sale, and they shall have full power and authority to take the samples therefrom for analysis upon tendering the value of said samples. And all charges, accounts and expenses of the Department for the enforcement of this act through the said Commissioner and his deputies, agents, assistants, chemists and counsel employed by him in carrying out the provisions of this act, shall be paid by the Treasurer of the State in the same manner as other accounts and expenses of the said Department are paid. And all penalties and costs for the violation of the provisions of this act shall be paid to the said Dairy and Food Commissioner or his agents and by him immediately recovered into the State Treasury, to be kept as a fund for the use of the Department and to be drawn out upon the warrant signed by the Secretary of Agriculture and the Auditor-General.

Sec. 10. Every person who violates any of the provisions of this act shall be deemed guilty of a misdemeanor, and upon conviction thereof shall be punished by a fine of not less than \$10 nor more than \$100, and a fine of \$100 for every subsequent offense. Provided, That all fines and costs, including the expense of inspection and analysis, imposed under this section, shall be covered into the State Treasury, as provided by Section 9 of this act, and all vinegar sold or offered for sale in violation of the provisions of this act shall be subject to forfeiture and spoilation.

Sec. 11. Magistrates and justices of the peace throughout this Com-

monwealth shall have jurisdiction to hear and determine actions arising for violations of the provisions of this act and to hold for court or impose the penalties provided herein, subject to appeal, as the law shall direct.

Sec. 12. All acts or parts of acts inconsistent with the provisions of this act are hereby repealed.

An important trade bill which has attracted very little attention is an amendment to the bulk sales law. It is House bill No. 1,208, and has passed second reading in the House. The text of the bill is as follows:—

#### AN ACT

Relative to the sale or pledge in bulk of the whole or a large part of a stock of merchandise and fixtures or merchandise or fixtures not in the ordinary course of business, providing certain requirements therefor, imposing certain duties upon the seller and the buyer, upon the seller or pledgor, and the buyer and pledgee, making their violation a misdemeanor and providing penalties therefor.

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That it shall be unlawful to sell or pledge in

bulk the whole or a large part of a stock of merchandise and fixtures, or merchandise or fixtures other than in the ordinary course of trade, and in the regular and usual course of the seller's business, unless the seller or pledgor shall first make and deliver to the purchaser or pledgee a full and complete inventory of the merchandise so proposed to be sold or pledged, in which inventory the values shall be set out at the ruling wholesale price and shall further make a true and correct schedule of all persons to whom the seller or pledgor is indebted, stating therein the business address of each of said creditors and the amount owing to each of them, to which inventory and schedule shall be attached the affidavit of the seller or pledgor that the same is true and correct. The purchaser or pledgee and the seller or pledgor shall join in giving written notice of the proposed sale or pledge to each of the creditors named in such schedule at least ten days before such sale or pledge shall be consummated and before the purchaser or pledgee takes possession of the merchandise or fixtures proposed to be sold or pledged. Such notice may be delivered in person to the creditors or transmitted to them by registered letter, postage prepaid, addressed according to the schedule furnished. Such notice shall state the aggregate value of the merchandise proposed to be sold or pledged, as shown by the said inventory, the consideration to be paid therefor or the

amount to be loaned thereon, and the time and manner of making such payment.

Sec. 2. Should said seller or pledgor fail to make such inventory of such merchandise or fixtures, or should such inventory of such merchandise or fixtures fail to state the true value of said merchandise and fixtures, as above required, or should said seller or pledgor fail to make such true schedule of creditors as herein provided, and the purchaser or pledgee shall have knowledge of the fact, or in the event the seller or pledgor shall assert that there are no debts against him and the purchaser or pledgee shall fail to require the affidavit above mentioned, or should the seller or pledgor and the purchaser or pledgee fail to give each of said creditors named in such schedule the notice above required, in the manner above required, or should such notice not correctly state the amount of such merchandise proposed to be sold or pledged and the consideration to be paid therefor or the amount to be loaned thereon and the time and manner of making the same, then in either of such events such sale or pledge shall be deemed fraudulent and voidable as against the creditors of the seller or pledgor, and the purchaser or pledgee shall be liable to the extent of the value of the merchandise so received by him, and shall, upon application of any of the creditors of the seller or pledgor, become receiver and be held accountable to such creditors. Provided, however, that no proceedings at law or equity shall be brought against the purchaser or pledgee to invalidate any such sale or pledge after the expiration of ninety days from the consummation thereof.

Sec. 3. Any person violating any of the provisions of this act shall be guilty of a misdemeanor, and shall, upon conviction thereof, be sentenced to pay a fine not exceeding \$1,000, or to undergo imprisonment not exceeding one year, or both, at the discretion of the court.

Sec. 4. Nothing contained in this act shall prevent voluntary assignments for the benefit of creditors or sales under order of court or by executors, administrators, receivers, or any public officer in his official capacity, or by any officer of a court.

Sec. 5. All acts or parts of acts inconsistent herewith are hereby repealed.

This bill is really not an amendment at all; it will entirely supersede the old bulk sales law of 1905 if it passes. The new bill places much more elaborate restrictions about the sale of stock and fixtures in bulk than the old law did.

R. C.

## Government Says it is Against All Plans to Fix Resale Prices Whether Article is Patented or Not

Chief of Department of Justice Writes Clabaugh, Who Brought the Kellogg Case, that it Holds All Such Efforts in Violation of Law. Kellogg Case is to be Pressed to Hearing.

Naturally everybody in the trade is interested in the attitude of the United States Government toward plans which are being and which might be put forth to fix and limit selling prices. Not long ago C. M. Wessels, of the C. M. Wessels Co., advertising representatives of the Grocery and Allied Trade Press, wrote Hinton G. Clabaugh, former wholesale grocer, and now a special investigator for the United States Government for all official information on the subject which could be given. Mr. Clabaugh incidentally, was the prime mover in the case now pending against the Kellogg Co. and he had also worked up a similar case against Procter & Gamble, which has probably been abandoned in view of the latter company's throwing over its limited price plan and its plan of selling through jobbers.

Mr. Clabaugh replied in the following letter:—

Dear Sir:—Referring to your recent request for some kind of an official expression which might give the various factors in the trade some definite light on the Government's attitude toward fixed, limited or suggested resale price plans, I beg to invite your attention to the following excerpt from a letter dated Washington, March 24th, and signed A. Bruce Bielaski, Chief, of this Bureau:—

"Your letter of the 18th inst., stating that you are receiving many communications from manufacturers, wholesalers and retailers asking for information as to the attitude of the Department with reference to resale prices, has been received. In reply thereto, you are advised that it will be proper for you to answer inquiries of this character, stating that it is the view of the Government that the fixing of resale prices by manufacturers upon any article when sold, whether such articles are patented or not, is in violation of law; that the Kellogg case will be pressed to a final determination as rapidly as possible, and that if the Government's contentions are sustained by the courts, the principle will be strictly enforced."

The foregoing is self-explanatory.

Very truly yours,

HINTON G. CLABAUGH,  
Special Agent, Department of Justice.

PUSH YOUR OWN BRAND OF

## Peanut Butter

We will pack the best quality under your OWN PRIVATE LABEL in vacuumized glass drinking tumblers; also Mason jars, cans or pails.

**Upham, Miller Co.**  
NEW YORK

Manufacturers, Importers and Packers of Food Products of the Finest and Most Exclusive Grocers in America.



## Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s  
Department Food Stores, Dover, N. J.

**The C. O. D.'S.**—A good rule is to take it for granted after taking an order that it is to be paid for unless you know the party has an account. In such case always figure up your bill, giving the customer the amount.

Discourage C. O. D.'S especially for the Friday and Saturday deliveries. But you ought to do it in such a manner that no offense nor inconvenience will be given the buyer.

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**Handling Complaints.**—"One of the cans of salmon you sent me was unfit for use—we threw it out." That's an example of the average complaint. Now we'll take it for granted that this is a steady customer and one on whose word you can rely. If you have the authority to make this can of salmon good you will first of all thank her for telling you about it, then you will say that our merchandise guarantee insures her against the loss, but the rule of the packers is that we are to return all spoiled goods and that in future if she has any such experience to kindly notify us and we will send for the article.

If you have such an experience with a party whose sincerity you doubt, the matter should be turned over to some one in higher authority. In the former case you put the party on her honor, in the latter you perform your duty correctly by submitting it to strict investigation.

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**Being Moody Is Bad.**—The spirit of cheerfulness is all important. It shows your work is harmonious. It shows agreeable surroundings, and as a matter of fact it really shows confidence in the goods you have to sell. Cheerfulness attracts. It puts a customer in buying humor whether you realize it or not. Back of the counter is no place to air your moods. It's unfair to three people—the proprietor, the customer and yourself.

Often women themselves come into your store depressed—come

sometimes for little nothings. If this state of feeling is met there'll be no business done, but where the salesman has hope and joy in his face, and where it radiates "welcome" and sunshine, that woman is very apt to loosen up when you begin to talk your canned goods or your specials.

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**The Telephone End.**—A 'phone order is a confidence order and should be carefully looked after. When a woman tells you over the 'phone that she wants a head of lettuce with a heart in it and a slice of ham with a good deal of fat, and you send her a leafy head of lettuce and a lean slice of ham, you have no right to look for another 'phone order from that woman. Confidence is gone. We didn't have a head of heart lettuce nor we didn't have any fat ham. What's a man going to do in a case like this?

Why in this instance the party should have been called up and the matter explained. Indeed in every instance where goods as ordered are not available notification should be made. 'Phone orders are the simplest to take care of because in a minute you can substitute or cross by calling the customer. And this end of the business practically knows no limit if the salesman knows his business and lives up to his knowledge.

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**Concerning "Town" Customers.**—When a salesman who is city bred and city trained takes a job in a good thriving country town he is up against many things that are jarring. He has to contend with the visiting habit—the hat wearing habit. The slow movement habit and the habit of indifference to detail. He'll find his associates good natured, obliging fellows, but very reluctant to conform to his ideas of doing things. By using tact and by abiding by trained methods a city clerk can accomplish wonders in a town store, but he can never do it by ridiculing the condition as he finds them.

## The Pre-convinced Buyer is a Quick Buyer

THE merchant and the salesmen who recognize this fact and take advantage of it are bound to push ahead of the dealer who assumes the task of educating, convincing, and selling each customer.

The store selling advertised goods is the store sought by the pre-convinced buyer. Such purchasers know what they want, and it requires no educational argument to sell them advertised goods—the chances are that they are as well posted on the merits of the goods as the merchant or clerk selling them—and all through advertising.

National Biscuit Company products are the standard of the country in quality. They are nationally known because they have been nationally advertised for years. Buyers are pre-convinced in regard to N. B. C. products. It takes neither argument nor effort to sell them.

## NATIONAL BISCUIT COMPANY

One of the first things he has to learn is to "make a lot" of the customer. She doesn't stand for any quick dispatch business. Family and church and general social affairs are likely to be interspersed with the order. And the chickens aren't left out either. Along with your good salesmanship you have to become a good listener, and over and above this you have to "make a lot of her" as an old and valued customer.

### Sausage Hearing Will Not Change Ruling.

Representatives of meat packers were granted a hearing by the Department of Agriculture during the week on the question of limiting the amount of cereals that may be included in sausage. The hearing grew out of a dispute over the reasonableness of a recent order of the Department which limited the amount of cereals that may be used in sausage to 2 per cent. The in-

spection service has reported to the Department that packers were including an unprecedented amount of water and cornmeal in their sausage, and that a proper limit should be placed on these foreign elements. About twenty packers were represented, as was the American Meat Packers' Association. The hearing was conducted before Secretary of Agriculture Houston, Assistant Secretary Galloway, Dr. Dorsett, of the Bureau of Animal Industry; Dr. Pfister, Mr. Steadman and a number of other officials of the Department. The substance of the testimony of the packers was that the use of cereals and water is necessary in making sausage, in order to make a product uniform and of such a nature that it will stand the varying degrees of temperature through which the product has to be shipped. It was believed that the limitation to 2 per cent. would result in a hardship to the packers.





We would be pleased to have for publication in this column the ideas of our readers upon trade topics being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

#### A Bill to Prevent Grocers From Selling Drugs.

Mount Carmel, Pa.,  
April 1, 1913.

To the Editor.

Dear Sir:—Would you please inform us if there is a bill before the Legislature pertaining to grocers not being allowed to sell drugs, cough remedies, family medicines, etc., and if so would you please give us the substance of same?

Respectfully,  
MOUNT DRUG CO.

There is no such bill before the Pennsylvania Legislature, and it cannot now be introduced in the House, though it is not too late to introduce it in the Senate.

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#### An Interesting Story.

—, Pa., March 31, 1913.

To the Editor.

Dear Sir:—In reply to yours of the 22d, addressed to the writer, and asking: "What is the long story back of the 'Globe' article?" would say that the story is more or less in the way of gossip, a portion only of which has been authenticated. I did not mean that there was now so much to tell, but that it went back a long ways, and had many ramifications.

This man McCann, having apparently done all the good, or harm that he could for Francis H. Leggett & Co., New York wholesale grocers, in the capacity, openly, of advertising agent, concluded, so the story goes, that it would be wise for him, seemingly, to separate himself from the Leggett outfit and associate with some publication, namely the "Globe."

Now, the story goes, that the Leggett people bought the amount of space that the "Globe" has been using for, or devoting to McCann's articles, for the purpose of advocating such items as they wished to particularly prominentize. Among those items were: Barbadoes molasses, natural brown rice, whole wheat meal, cut oatmeal, water ground cornmeal, whole wheat breakfast foods, and some other items, and coincidentally with the work McCann has been doing in the "Globe," the Leggett people have been endeavoring to introduce their goods to the trade, when then to inquirers of the "Globe,"

as to where these items could be found, they will send a list of the dealers, which list will be furnished by the Leggett outfit.

We have in our possession a postal card written to a lady, who innocently wrote the "Globe," asking for such information (assuming that their advertising and talk was legitimate), upon which postal the "Globe" says: "Answering your recent inquiry, we are preparing a list of the grocers who will be willing to supply (and then follows a list of the items regarding which McCann has been talking)."

Coincident also with this, the Leggett people alone have been advertising specially in the "Globe" these particular items.

We understand that the same advertising agency that prepared this matter has also been preparing advertising along similar lines for certain other concerns. Whether this latter is correct or not we cannot say.

We believe that upon investigation you will find that that which we have stated above as in the nature "gossip" contains more or less of truth.

Very truly yours,

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This letter is apropos of the articles that have been appearing recently in the New York "Globe" over the signature of Alfred McCann, former advertising manager for Leggett & Co. The articles in question are typical sensational impure food scares, and have made some exceedingly unfair statements about certain well known proprietary food products, some of which it has mentioned by name. Sometime ago McCann left Leggett & Co. and joined the "Globe" as special writer. The above statements, if true, do not redound to the credit of the enterprise. The letter is written by one of the largest food manufacturing concerns in the country.

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#### A Comment.

Pittsburgh, Pa., April 1, 1913.  
To the Editor.

Dear Sir:—Two matters I would like to comment upon in this week's "Grocery World and General Merchant." Your first edi-

torial, "Trade Convention Papers." There is a world of truth in that comment and I join you in the wish that the 15-minute policy could be spread widely.

The other article, about fraudulent advertising. The Pittsburgh Publicity Association fostered the new Pennsylvania law and worked hard for it. Particular credit is due Mr. George Levy, editor of the "Spectator," who gave much of his good time to be in Harrisburg and got this bill through in record time.

This article in the "Grocery World and General Merchant" I have sent to Mr. Prentiss, chairman of the Legislative Committee, and we are hoping that other papers will make comment such as you have.

But we have a problem on our hands right now with the thousands of dollars of offensive advertising which the local newspapers are carrying.

WM. DUFF,  
P. Duff & Sons.

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#### Makers of Ready-made Signs.

Plainfield, N. J., March 31, 1913.

To the Editor.

Dear Sir:—Would you please favor us with the address of a firm selling ready-made signs for windows. We think there is a firm in Philadelphia that make these ready-made signs.

Thanking you for your trouble, we remain,

Yours truly,

T. CALLAHAN.

Grocers' Printing Co., 33 North Second street, Philadelphia.

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#### The Best Electric Coffee Mills.

Manheim, Pa., April 1, 1913.

To the Editor.

Dear Sir:—What do you consider the four best electric coffee mills on the market? I want to get the catalogues and prices of the leading manufacturers and compare same before buying.

Thanking you in advance for your consideration, I remain,

Yours truly,

H. D. LEMAN.

Henry Troemner, 911 Arch street, Philadelphia; A. J. Deer & Co., Hornell, N. Y.; Enterprise Mfg. Co., Philadelphia; Hobart Electric Mfg. Co., Troy, Ohio.

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#### Short Weight Sash Cord.

Boston, Mass.,

March 28, 1913.

To the Editor.

Dear Sir:—One of our friends, handling large quantities of sash cord, was induced to weigh and measure a recent purchase and found No. 7 to measure 92 feet to the hank or 1,104 feet to the dozen, and this weighed 23¾ pounds, which at 25 cents per pound cost

him \$5.94 for the 1,104 feet, which means that 1,200 feet would have cost \$6.46.

No. 7 sash cord, standard quality, 23 pounds to the dozen at 25 cents per pound, 1,200 feet to the dozen, would only cost \$5.75.

He is now convinced he must buy the over size or loaded cord in 92 feet hanks, weighing 23¾ pounds to 1,104 feet at 22.3 cents per pound to equal standard cord, guaranteed 1,200 feet to the dozen, weighing 23 pounds, at 25 cents per pound.

Is not 12 per cent. a heavy penalty to pay?

Yours very truly,

SILVER LAKE CO.,

Henry T. Wellington, Treas.

#### Sears, Roebuck & Co. Say They Can't Ship Groceries by Parcels Post.

At least the grocers are safe from mail-order competition, except where shipments are ordered by freight, thanks to the zone system of parcel post. It is too expensive for the "catalogue" houses to try. Sears, Roebuck & Co., say so in these words in their latest catalogue: As we receive a number of requests to have groceries shipped by parcel post, we wish to advise our customers in their own interests that freight shipments are the most economical for groceries and that parcel post shipments are, as a rule, unprofitable. While parcel post is a convenient, quick and economical method of shipment for a large number of articles offered in our big general catalogue, this does not apply to groceries. When you consider the weight and the price of groceries, you will find that the postage required often amounts to as much or more than the price of the goods. We have, therefore, thought it unnecessary, as a rule, to quote shipping weights on groceries. Here is a comparison of transportation cost on groceries: If you were to have nine 11-pound packages shipped 300 miles from Chicago by parcel post the total cost would be \$5.13. The same number of pounds shipped by freight in one package would cost 47 cents, or by express, \$1.50. Keep in mind that if you have a small order which you wish shipped by freight, you can have a friend or two send their orders along with yours in your name and have it all come in one package. Usually 100 pounds cost no more than 20 to 30 pounds by freight. You will find it greatly to your advantage to combine small orders with those of your friends.



# Adams Paper



## FLOUR SACKS

### Preserve Purity Increase Profit

To pack, store and deliver such a sensitive article as flour in porous cotton bags which do not protect it from dirt, dampness or odors is a crime against food purity. **Adams "Never-Burst" Paper Flour Sacks** are the **only right** package for flour because they are dust proof, damp proof and odor proof. They also prevent loss (as the flour cannot sift out through their sides) and so insure *full weight*, another advantage to your customers, as well as a satisfaction to you.

### Increased Profit for Grocers

It costs your miller less to pack his flour in **Adams "Never-Burst" Paper Flour Sacks** than in cotton bags; that means *he can sell it to you cheaper* and so *you make more profit* on it. Keep this hint in mind and order flour in quarters, eighths and smaller sizes in **Adams "Never-Burst" Paper Flour Sacks**; you can get any standard grade of flour in this package and make an increased profit on your entire flour trade if you take advantage of it.

"Never-Burst" Paper is a combination of New Manilla Hemp stock with used rope stock in the **right** scientific proportions to assure the **greatest tensile strength** without affecting the pliability of the paper.

## "NEVER-BURST"

MADE ONLY BY

**The Adams Bag Co.**  
**CLEVELAND, OHIO.**

NEVER

BURST





### Here's Another Big Discovery.

I've made a big discovery, and while I ought to make big money out of it, I'm going to hand it to you without money and without price. All I ask is that everybody names his next baby after me.

I've found out that the reason why a whole heap of you fellows don't make more money out of your ads is that the ads are no good.

I admit that now that I've wrote the thing down it seems about as sensational as it would to tell you that I've found it was warmer in summer than it was in winter, but all the same, it's a big discovery. Stop that cackling! I want you fellows to understand that any discovery I make is big. Well, I'll take your apology this time, but don't let it happen again.

The way I happened to stumble on this thing was this: I had a talk with one of my customers who has been burning up his money on advertising for ten years. He has a store in a New Jersey town—little city, though, I believe it is—of about 8,000 people. They have a little daily paper that I would call a weakly daily—get that?—weekly—weakly—see? Some clevah, eh, what?

Still, a lot of the people in the place read it, and it carries most of the business men's ads. Whether

it's good or not, it's about the only newspaper that my friend could advertise in to get any business.

"I'm just making up my mind whether to sign this up again or not," he said to me after I had his order for my indispensable and justly celebrated goods.

Then he told me it was his yearly advertising contract that had just expired.

"I've just been looking up," he said, "and if I sign this it will be the tenth yearly contract I've signed. I like to be in the paper—we ought to help it along—and I have helped it along for ten years. I've had a 6-inch double column advertisement in every issue for ten years, but so far as I know I've never got a cent's worth of business from it in all that time. Nobody ever mentioned it, and I can't trace a penny's worth of results to it. I'm beginning to think I've wasted my money, and I'm not sure I want to waste any more."

"Got any of the ads. you've used?" I asked.

"I've got them all. Saved every one with the date." He hauled out a big scrap book and there were the latest of 'em. He said he had a lot more books stored away.

Well, I looked at 'em. I ain't an advertising man, and I suppose I

could put all I know about advertising into a circular size of an envelope. But everybody has hunches about how to advertise. I believe if you could make a horse open up you'd find he had an advertising scheme all worked out for something. I've got a hunch with the rest, and those ads didn't look good to me. I couldn't ask him for any, so I can't show 'em here, but I didn't see 'em setting even a basin of water on fire, let alone the river. They didn't have any juice in, if you know what I mean. They all looked just like any other ad would, and didn't offer anything except tea and coffee at different prices and that kind of guff.

Here's what I'm trying to say—I read over several of 'em and not one handed out any *reason* why anybody ought to sit up and take notice of it. Get me?

And as for the writing, it was A No. 1 punk. You know everybody can't write ads. I've known a lot of fellows who could talk a blue streak and sell goods to beat the band, who the minute they set down to write an ad. stiffened up like a mummy and wrote stuff about as juicy as one of those things the census people push over on you.

"It may be that I don't know

how to write advertisements," said my friend.

I think maybe he'd have liked it better if I'd said "no, no; it ain't that!" in a loud voice, but I didn't.

"When you say that, old man," I said, "you're hunting pretty near the nest, if you ask me. I don't know much about it, but these ads don't make a noise like an order in my ear. Why don't you let somebody else write a few and see if there's any difference?"

"Who'll I get?" he said. "Some faker a thousand miles away?"

"Sure not," I said, "why don't you let the boys take a hack at it?"

He's got four clerks, all good sharp fellows.

"Charlie asked me a year ago to let him try it," he said. "I said no then, but I might let him try it a while, I suppose. Charlie!"

Charlie came in.

"I've half a mind to let you write some advertisements for us," he said. "We don't get a thing from what I do, so you can't do any worse anyway. Think you could do it?"

"I'll make a big try at it," he said. "I think I might. You know I offered to do it a year ago."

"I know you did and I wish I'd have let you do it then. I might not have wasted so much money."

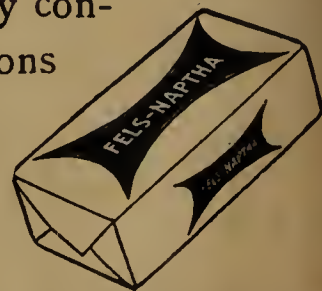
Now I have a hunch that that thing will work out all right. The boy's got a cinch in a way, for he's only got to beat nothing.

If I had a store and my advertising wasn't bringing me in anything I'd dig up some clerk and let him work it, and if he didn't make good I'd give it to another one and so on until Swipesy, the store boy, would have a hack at it. I'll bet there ain't a store anywhere that ain't got at least one good ad-writer in it.

THE STROLLER.

## "The Sayings of

Anty Drudge" is a 4 x 5-inch eight-page booklet telling in a delightfully concise, clear style the story of "*the Fels-Naptha way*;" and the plain directions for using Fels-Naptha in this Fels-Naptha way. A supply of these booklets is yours for a postal. They will help your Fels-Naptha sales—not (of course) without helping other sales!





# Ever Drop a Stone Into the Water

and watch the wavelets circle and spread on—  
and on?

That's the way with the sale of

# Grape-Nuts

Heavy, continuous advertising, backed by flavour and quality, has made Grape-Nuts as staple as sugar and flour.

For you, Mr. Grocer, Grape-Nuts yields a good, steady profit—sale guaranteed to the last package.

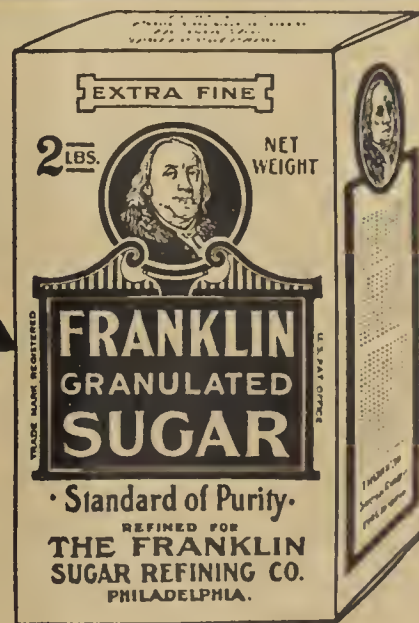
But—"there ain't goin' to be no last package." You'll keep on selling, because people like Grape-Nuts.

## "There's a Reason"

Postum Cereal Co., Ltd., Battle Creek, Mich., U. S. A.



## This can't happen with



When sugar bags burst it displeases your customers, but *before they get a chance to burst they cost you money*, the twine costs you money, so does the *overweight*. It's a waste of energy to put sugar in bags—you might as well spend your time *canning tomatoes*. Sell *FRANKLIN CARTON SUGAR* and use the time you save to arrange a display of it on your counter. The neat blue cartons sell on sight. *FRANKLIN CARTON SUGARS* include *FRANKLIN GRANULATED*,

*FRANKLIN POWDERED*, *FRANKLIN DESSERT AND TABLE*, *FRANKLIN XXXX CONFECTIONERS'* and *FRANKLIN CUBE SUGAR*; all the fast selling grades, in cartons of convenient size for your customers, packed 24, 48, 60 and 120 lbs. to the container—all for *your* convenience.

## THE FRANKLIN SUGAR REFINING COMPANY

PHILADELPHIA, PA.

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"





### CCI.—The Seller's Remedy When He Finds He Has Sold a Bankrupt Buyer.

The following letter describes a situation which is arising almost daily in business houses:—

New York, N. Y., March 29, 1913.  
Elton J. Buckley, Esq.

Dear Sir:—What are the rights of a creditor in a case like this: About March 1st of this year we sold a bill of goods to a firm of retailers in Lancaster, Pa. The goods were sold on terms of 2 per cent. in ten days, 30 days net. We had sold the firm some small bills before, but had never had any large dealings with them. This particular order was sent by mail, and we gave it no special thought, but shipped the goods. Ten days after they were delivered we received notice that they were bankrupt and had gone in the hands of a receiver. If they were bankrupt on March 14th, the date of the notice, they must have been in the same condition on March 1st, when they ordered the goods. Is not this a fraud, for of course they must have known their condition. What is our remedy?

Respectfully,  
DAVISS & HURLEY.

I repeat that this same question is arising, and is likely to arise in the experience of almost any business house. Perhaps the interval between the date of the order and the date of receivership is not in many cases so short as this, but every day sellers of merchandise are receiving notice that customers to whom they have recently sold goods are insolvent. The ideal remedy in such cases would be some such proceeding as replevin, by which the goods could be taken bodily back. When can replevin be used?

In the correspondent's case I am clear that it cannot be used at all, and that they will be obliged to take their percentage of dividend, whatever it may be, with the rest of the creditors. In fact, in the ordinary such case the goods cannot be reclaimed. The only theory on which goods can be taken back, after they have been sold and delivered, and title has—or ordinarily would have—passed to the buyer, is that ordering them when the buyer knew he was insolvent constituted a fraud which prevented title from

passing. Much as a bank which accepts a deposit when it knows it is insolvent, is guilty of a fraud and is compelled to refund it in full. As a recent Pennsylvania case puts it: "The question for decision at this stage of the case is, Did the receiving and retaining of the goods under the circumstances stated amount to such fraud in law as entitled the seller to rescind the sale and reclaim the goods, even after they had gone into the hands of the receivers?"

The circumstances of this case, which the court decided did not constitute such a fraud as would entitle the seller to take the goods back, were interesting. The seller was an Ohio jobbing house, and the buyer a retailer in Chambersburg, Pa. The retailer sent in an order, which the jobber accepted, and on December 31st shipped the goods. On January 6th they were delivered in Chambersburg, and on January 7th, one day after delivery, and only seven days after the order, the retailer's creditors threw him into bankruptcy. They filed a bill charging that he was unable to pay his debts, he filed an answer admitting that the charge was true, and the business passed into the hands of a receiver.

The Ohio house took the position that the customer must have known on December 31st that he was insolvent and would not be able to pay, therefore his purchase was a fraud. They tried to replevin the goods, but the court said they were not entitled to; there was not sufficient evidence of fraud. This is from the court's opinion:—

The mere fact that the buyer intended not to resist the bankruptcy proceedings which he expected would be instituted on the following day does not, in our opinion, put the plaintiff's (seller's) claim to rescind, and especially to reclaim the goods after they went into the hands of the receivers, upon a higher plane either by law of morals, than would be the fact if when he or-

dered them he intended not to pay for them.

The court even held that if the buyer had at the time of purchase a well-defined intention not to pay, he still would not be guilty of such a fraud as would allow the seller to replevin, "unless some false representation, trick or artifice of conduct which involves a false representation be added." Certainly not much protection to the seller there.

All the above comes to this: That a seller of goods under such circumstances as are here related, can get his goods back only where the buyer makes the purchase through some open fraud, such as representing himself to be solvent when he knows he is not. It is not enough that the buyer is insolvent; it is not enough that he knows he is insolvent. He must know it and misrepresent it either directly or indirectly.

Another case almost directly in point has just been decided by the Pennsylvania courts, but the law laid down would be the law practically everywhere. Here the seller was a Philadelphia jobbing house and the buyer a Lancaster department store company. The latter bought blankets in July, which were delivered the following September 1st. On September 6th the buyer's largest stockholder—it was a corporation—filed a bill alleging insolvency, and the department store put in an answer admitting it. The Philadelphia house tried to replevin its blankets, but failed. The court said no fraud was shown. A portion of the opinion is as follows:—

There was no proof that any misrepresentation was made when the order was placed, and the president of the defendant company (the department store), the only witness called on the point, stated that the company was solvent at that time. \* \* \* There is no evidence that the stockholder who filed the application for receivership and the officers and directors of the company were in collusion, but when he announced that that was his

intention, the directors agreed to file an answer admitting the insolvency, and this was accordingly done. It was testified that in July the assets were \$47,000 and the liabilities \$39,000, and that when the goods were ordered the president had no reason to believe that the company was insolvent, and he said in his judgment it was not; that he knew it would be insolvent on a forced sale; that they had the merchandise, but were not able to turn it for the money to pay these bills.

This case differs somewhat from the other because here the president contended, with some plausibility, that he did not know the company was insolvent when he bought the goods, though he admitted that would be on a forced sale. In the other case the company was insolvent beyond all question when the goods were bought. Under the law, however, it makes no difference whether the buyer is insolvent or not; if he makes no active, open misrepresentation as to solvency he is not guilty of fraud, and the seller has lost his goods. The principle is clearly summed up by a well-known legal author as follows:—

It may be regarded as settled law that it is not fraud for a person in dealing with another and obtaining credit, merely to fail to disclose the fact that he is insolvent if no inquiry is made as to his financial condition. And it makes no difference in such a case that he is intentionally silent and knows that the other party is ignorant of his circumstances.

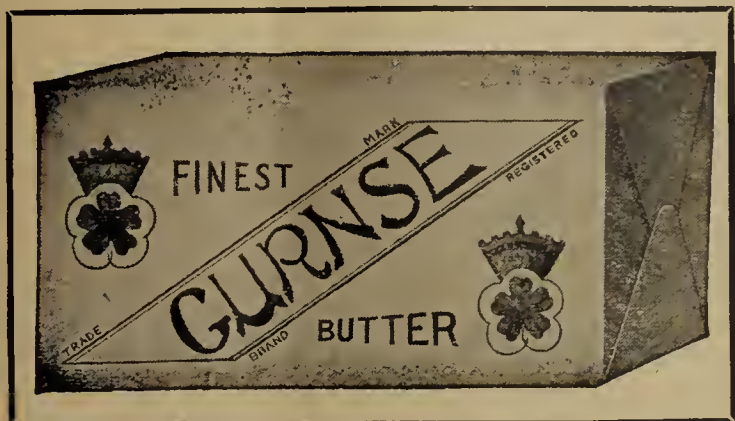
Obviously the way for the seller to get around this is for him to ask the buyer in so many words, whether he thinks it necessary, whether he is insolvent or not.

(Copyright, April, 1913, by  
Elton J. Buckley.)

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

Florida oranges are still very high on account of scarcity and lack of competition. Fancy fruit brings as much as \$5.50 per box, and from there the market drops all the way to \$2. The demand is fair.





## This Hasn't Happened Once

Since we began to make **Gurnse** butter nobody, so far as we know, has ever sniffed at it, called it strong, and toted it back to you. No normal person with a proper sense of smell or taste could do that.

**Gurnse** butter satisfies the most fastidious person, as is inevitable, for it is the cleanest, richest, fanciest dairy butter possible to make, and runs uniform the whole year through.

You've heard that we authorize money back to dissatisfied customers, haven't you?

Packed in 20, 30 and 50-pound boxes—pounds and half-pounds—43 cents.  
Prices subject to market changes.

**P. F. BROWN & CO.** 39-41-43 South Front St.  
Philadelphia, Pa.



## Look at These Shelves

Here is a store fitted with **Baines' Brackets**. Our word for it, there are at least 25 per cent. more goods on the shelves here than there can possibly be on the shelves of any similar store using the old style shelves. No crowding either.

The point about **Baines' Brackets** is that they hold up the shelves without uprights. That gives you the use of the whole unobstructed shelf length, and not only greatly improves the appearance of your stock, but gives you a place for at least one-fourth more goods.

**PIQUA BRACKET COMPANY**  
PIQUA, OHIO

**5,000 GROCERS ARE WANTED to Use the FREE**  
**Window Displays That We Will Send to**  
**Those Who Will Assist in Observing**

# California Raisin Day

APRIL 30th

Will you be one of the 5,000 grocers who will participate in the observing of California Raisin Day and who will derive much benefit thereby?

We are sending out 5,000 plans to grocers for stimulating a demand for raisins. It includes beautiful pennants, posters and window cards with suggestions for their use. An advertising campaign with copy is also included, together with stickers and raisin recipes.

**Your business will be increased**  
**by making use of our Free Plan**

Not only will the demand for raisins be stimulated for the one day, but the use of raisins will be popularised, and you can expect an increased trade in them for the remainder of the year. A national campaign of advertising raisins is being carried on.

*DON'T DELAY—WRITE AT ONCE TO*

**California Raisin Day Committee**  
**FRESNO, CAL.**

E. A. BERG, Director of Publicity

## NESNAH MR. GROCER—HERE IS The New Dessert

Your customers are right now seeing NESNAH ads in the leading women's publications, and they're going to come into your store for it.

You know how a new dessert, when properly exploited, attracts women. You also know the prestige to be had for all grocers who proclaim themselves progressive by stocking the best and latest things in your line.

Here is NESNAH—a welcome change from gelatine—a decidedly different dessert. A quick selling preparation for making the most delicious milk and cream desserts and ice cream. Nutritious, healthful, very tasty and easily made in a jiffy. **An easy seller that repeats often.**

Your profit: 33⅓% on cost and 25% on selling price.

Put up in Nine Rich Flavors—packed single or assorted:

<b>Caramel</b>	<b>Chocolate</b>	<b>Orange</b>
<b>Coffee</b>	<b>Raspberry</b>	<b>Lemon</b>
<b>Vanilla</b>	<b>Pistachio</b>	<b>Maple</b>

1 Dozen 10c Packages in a Container  
3, 6 or 12 Dozen in a Case, 90c a Dozen

We assure you that Nesnah will "make good" for you. Our policy is to supply the trade through the local jobber. If not found in stock order direct from Laboratory :::

**Chr. Hansen's Laboratory**  
LITTLE FALLS, N. Y.



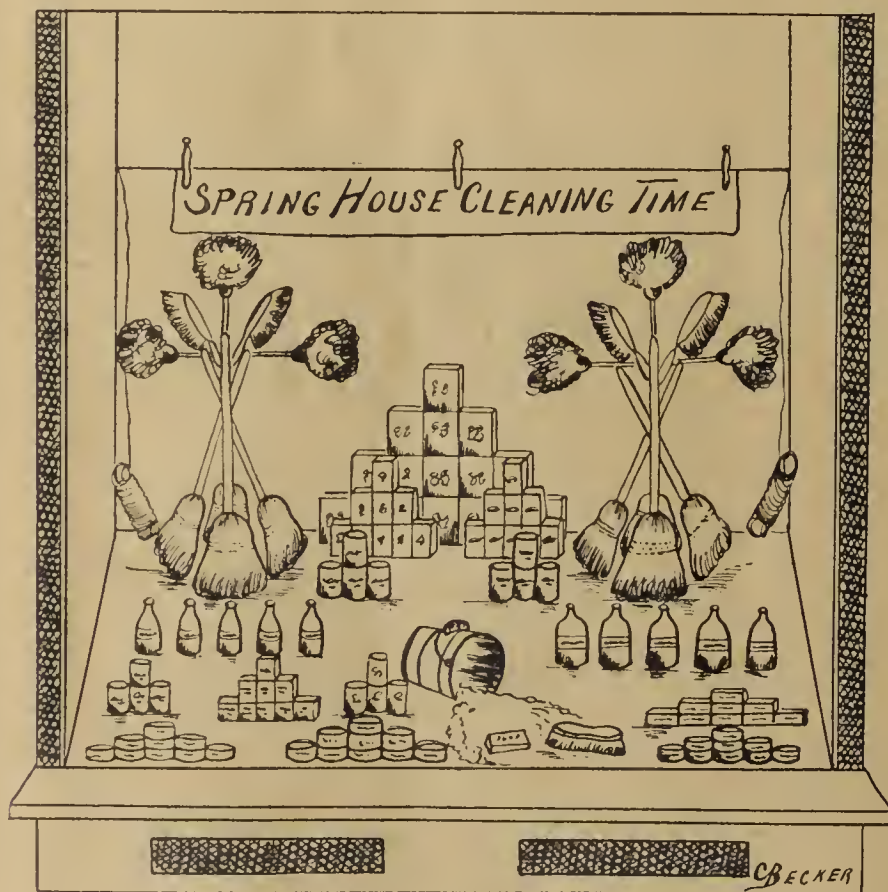




## Two Housecleaning Displays

No. 1.

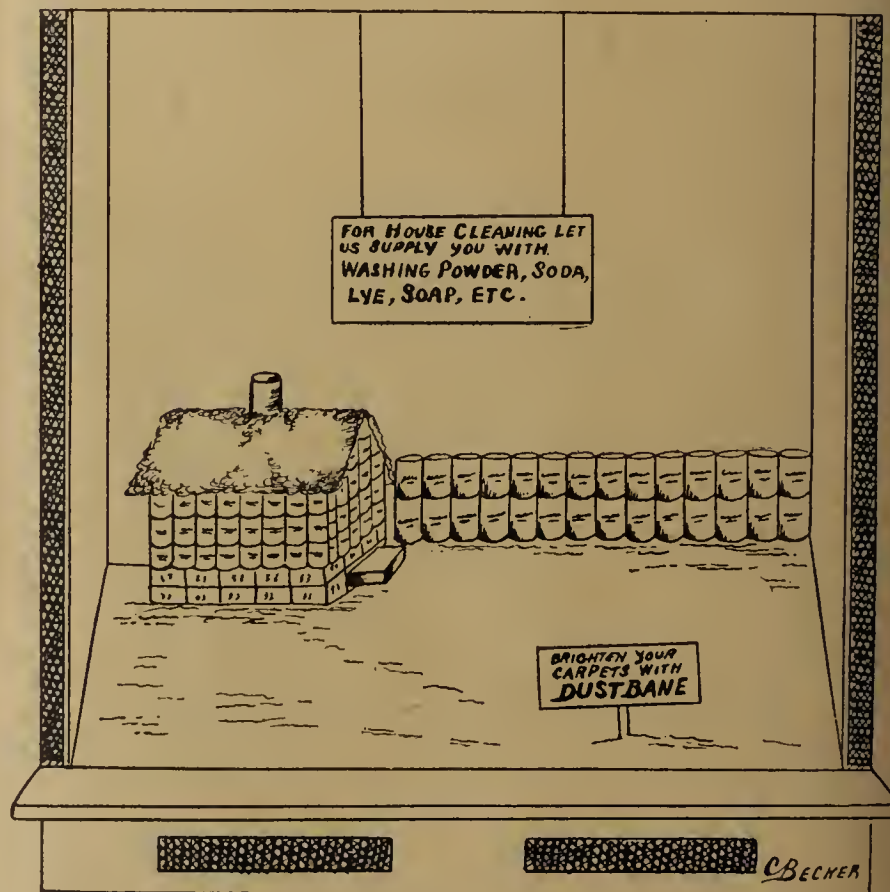
This is the season for housecleaning displays, when the demand for those useful articles is much greater than any other time. To arrange the display of buckets, brooms, etc., first cover the bottom of the window with dark green paper or oilcloth. Along the front at each side small pyramids of stove and metal polish, lye, scouring soap, etc. In the centre place a wooden bucket with loose washing soda. Tilt the bucket and spread out part of the contents on the bottom of the window and place a good scrub brush and a bar of soap



on it. Back of this place a row of washing blue and ammonia. At each side at the rear arrange some brooms in gun fashion—"stack them"—and at the top place some feather dusters and dust brushes as illustrated. In the centre place several pyramids of washing powders, such as Gold Dust, Soapine, etc., lye and chloride of lime. At the rear stretch a clothes line, to which fasten a strip of linen or muslin with black lettering. The strip is held in place with clothespins.

No. 2.

The little house is arranged in the following manner: First make a wall of soap powder, soap, or scouring soap and then make the sides with cans of lye. Make a little roof out of wood and tack some rolled cotton along the edges of it. In the centre, at the top, cut a hole large enough to admit a can of lye, which answers for a chimney, and a little strip of wood tacked on the under side will prevent the can from slipping through. The chimney arranged, place the roof on the house and cover it all over with loose washing soda. The cotton tacked



around the edges prevents it from slipping off. Place a large package of washing powder for a doorstep. Paint a small sign with the words, "Brighten your carpets with Dustbane." Tack it to a little stick and nail to the floor of the window towards the front. Now cover the bottom of the window with Dustbane, which is green and looks like a lawn. At the rear arrange cans of it to represent a wall or fence. Suspend a large signcard, with lettering to suit your display.

### Why Not Sell Your Own Brand of Peanut Butter?

Of course you sell peanut butter, everybody does. You sell this, that or the other make, all of which may or may not be good, but how much better

it would be for you to establish your own brand and to be able to say that it is the best on the market and that you guarantee it. You can do this by having Upham, Miller & Co., of New York City, pack peanut butter for you under your own private label. This firm

will supply the label for you and will pack the best quality of peanut butter in vacuumized glass drinking tumblers or in Mason jars, cans or pails. This firm packs food products of all kinds for the most exclusive grocers in America. They will satisfy you that

they pack only goods of the highest quality.—Adv.

Rhubarb is sitting around at about unchanged prices.



Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

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No. 15.



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## Canned Foods Week Didn't Do Much in This Territory

**Committee Raised Only \$550 and Trade Did Not Seem to be Alive. Many Did Nothing Whatever. Reports from Many Members of the Trade.**

The "Grocery World and General Merchant" has taken considerable pains during the last few days to obtain some idea as to what results Canned Foods Week has had, if any, upon the local sale of tinned commodities. The local committee for this district do not seem to think the affair was an unqualified success in Philadelphia, although it may have done better in other markets. The central committee, whose headquarters were in Chicago, asked members of the trade all over the United States to contribute toward the expenses, but only \$550 was raised in Philadelphia, although packers, wholesale grocers, retail grocers and brokers, were all asked to contribute. The committee complain with particular vigor at the size of the contribution, for as the amount of advertising done in the local newspapers by the central committee was apportioned to the amount of money which the particular territory had raised, the advertising done in Philadelphia papers was quite small. Some advertising was inserted in three morning papers, but none whatever in the "Evening Bulletin," the paper with the largest circulation in the city. Complaint is also made at the indifference of many wholesalers and retailers.

There appeared to be no concerted effort on the part of either jobbers or retailers to make the thing go. Most of the large central retailers like the Finley Acker Co., Thomas Martindale & Co., Hanscom Bros. and so on, did special advertising and held demonstrations. Comparatively few of the smaller neighborhood stores did, outside of some of the chain stores.

The "Grocery World and General Merchant" has had representatives obtain from a considerable number of wholesale and retail grocers during the past week reports as to what effect Canned Foods Week had had upon their sales of canned goods. These reports follow:—

No extra business at Eighteenth Street Store. Wrong time of the year. So slow that one canned

goods table has been used for something else. Twelfth Street Store has a small increase, but not enough to give the canned food specials the place they have this time of year. MITCHELL, FLETCHER & Co.

Yes, doing very nicely; are pushing Acker Quality goods and Superior and doing extremely well. FINLEY ACKER Co.

So far extremely good results. HANSCOM BROS.

Canned goods business stimulated very much; going to try another week of pushing canned goods. THOS. MARTINDALE & Co.

Business has increased a little, although it's hardly the weather for canned goods. SHOWELL, FRYER & Co.

Result has not been very noticeable as yet. E. BRADFORD CLARK Co.

Cannot say that it has, although they have four men on the street and are co-operating in every way possible with the advertising. Seems to be no extra demand in the store. JOS. A. McCAFFREY & SONS.

About 50 per cent. increase in their sales. Mr. Schoch was talking to one grocer, who is a great pusher of specials, who has sold about sixty-five cases and expects, perhaps, to sell as many as 100 this week, as against almost no sales before; probably three or four cases heretofore. This grocer has six specials, one for each day; one day it will be peas, another day tomatoes, another day beans, etc. GIRARD GROCERY Co.

Results would come afterwards on account of grocers being stocked up. When they replenish, jobbers will feel the result of Canned Foods Week.

COMLY, FLANIGAN & Co.

Not any results at all. HALPEN, GREEN & Co.

Splendid success with retailers this week, expect increase next week.

HOWELL & BURSK.

Haven't noticed any result yet, probably will next week.

A. J. LOWRY & BRO.

If there has been any increase it has been rather slight.

REEVES, PARVIN & Co.

Trade pretty well loaded up, and then the mild weather are against increased business for jobbers.

W. C. YOUNG.

Can't say they have had any extra business. Expect benefit later on. KIRK, FOSTER & Co.

It does seem that some little extra business has been done this week, things picking up a little, but results will come to jobbers later

if retailers have pushed canned foods this week.

BARBER & PERKINS.

No noticeable increase. T. A. JAMES & Co.

April 9, 1913.

In regards to canned goods, although having quite a display in two windows, emphasizing quality and price, conditions were about normal, with no noticeable increase or decline.

ROBT. BOYD, Markoe and Parrish Streets.

April 8, 1913.

In reply to your inquiry. I will say I did not notice any difference in my sales.

Yours truly, GUSS EDWARDS, 2101 S. Simpson Street.

April 8, 1913.

We sold more canned foods last week than any week this season. Business was good in all lines. We had a window and store display of canned foods and received first prize in the Frankford Grocers' Association display contest.

W. S. GIBBS, 2001 E. Cambria Street.

April 5, 1913.

We are glad of a chance to answer your inquiry as to the effect of Canned Foods Week on our business. It is our opinion that whatever increased sales we had during the week was due to our own efforts. We also think that the promoters of Canned Foods Week fell down pretty badly in Philadelphia. The Frankford Grocers' Association, of which we are members, was very active in promoting an interest in canned foods, and for that purpose offered three prizes, of \$5, \$3 and \$2, for the best display of canned foods made by any member of the association during the week. These prizes prompted the members to make the best display of canned foods that most of them had ever attempted. Now, to our mind, right here is where the promoters of Canned Foods Week fell down. With so many good displays going at the one time, it seems to us that the members of our association, who spent time and money to help the sale of canned foods, should have been well supplied with educational matter, for the purpose of converting people who were not using canned goods. Advertising matter of this kind used at this time would have been a great help, but the canned foods promoters did not seem to reach Philadelphia. We had increased sales of canned foods during the week, but we went after them and made them ourselves.

DARREFF & GALLAN, 2016 Orthodox Street, Frankford.

Note.—Darreff & Gallan issued some special advertising, some of which they have sent to this office. This was a heavy card 7 x 11½, bearing two columns of special prices on canned goods. The introduction was as follows:—

THIS IS CANNED FOODS WEEK.

We are celebrating the occasion by giving you the *best value* in Canned Goods that it is possible to give for the money. All Canned Goods are Specially Priced for this Week at our Store.

April 5, 1913.

Owing to the high cost of canned goods last fall, we were unable to

offer any special prices, therefore did not notice any increase in sales. J. L. CLAYTON.

April 5, 1913.

Replying to your inquiry about Canned Foods Week, would say that I believe that it did not accomplish much. I noticed no increase in business. I think that it was not advertised sufficiently and that it was a little bit late in the season.

L. S. FELBER, 4546 Wayne Avenue, Germantown.

April 5, 1913.

I will say that Canned Foods Week has brought us no extra business, only what we worked for. Extra sales were all by our own efforts, through this we have sold more canned goods.

J. W. BATMAN, Thirteenth and Cambria Streets.

April 5, 1913.

We sold more canned goods last week than we did any week this winter.

E. DAVENPORT, 2157 E. Monmouth Street.

April 7, 1913.

As this is the best time of the year for canned goods, we had a very good week on same, but did not notice any particular increase in sales over previous years.

WM. BAMFORD, 1610 Frankford Avenue.

April 7, 1913.

I sold a great deal more canned goods last week, but attribute it to extra stamps and cut prices.

HUGH C. DUNN, 6116 Market Street.

April 7, 1913.

Canned Foods Week increased the receipts considerable and did some good in the general way of business.

OSCAR GERLACH, Bridge and Willow Streets.

April 7, 1913.

We had an increase in our canned goods sales this week, but we had to make some inducement to the buyers to get them interested.

We think it is just the grand thing. Why don't other manufacturers come together and get busy? The retailer is always ready to follow.

H. W. FISHER, 1422 W. York Street.

April 7, 1913.

I don't think I sold any more than usual.

E. W. GODFREY, 2000 Fairmount Avenue.

April 10, 1913.

I did not find any material change in the sale of canned goods during the week.

D. F. DONOVAN, 521 N. Thirty-third Street.

Strawberries are poor. South Carolina fruit ranges from 5 to 1 cents and Florida 5 to 20 cent. No really fancy berries are coming forward.

**ELTON J. BUCKLEY**

Editor "Grocery World and General Merchant"

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609  
Keystone, Race 746



## Government Reports That Cold Storage of Food Makes for Price Uniformity.

Examined Food Conditions All Over Country to See What Cold Storage Had Done to Values at Different Seasons.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

April 9, 1913.

Cold storage in relation to prices the subject of a recently issued bulletin prepared by George K. Holmes, Chief of the Division of Production and Distribution, Bureau of Statistics, Department of Agriculture. This is supplementary to a former bulletin in which business features of cold storage were treated. A large amount of information is presented bearing on the contention that the cold storage interests artificially raise the prices of commodities, and that the effect of the cold storage of foods has been to lower the annual level of prices paid for them by consumers and to make prices more uniform throughout the year.

The products embraced in the treatment of this bulletin are fresh beef, mutton, pork, dressed poultry, butter and eggs.

One important topic of this report relates to the effect upon uniformity of prices throughout the year because of the introduction of cold storage. "If a portion of a product is withdrawn from consumption at a time of the year when production is relatively large, and released for consumption at a time of the year when production is relatively small, the academic logic of the proceeding is that prices will be raised during the period of natural surplus, and depressed during the period of natural scarcity, so that there will be in operation an equalizing force." The price statistics collected in this investigation permit a definite and conclusive answer to this question.

In the special investigation for New York City it appears that there has been a tendency from the first to the last period toward uniformity of prices of fresh butter through all of the twelve months of the year, and an unbroken tendency toward uniformity when the fresh butter of the first period is compared with the cold storage butter of the last.

HOLT.

Florida cucumbers are selling well around \$3.50 per basket.

# THE MILK THAT SELLS



## ADVERTISING AND QUALITY MAKE Borden's Eagle Brand Condensed Milk and Borden's Peerless Brand Evaporated Milk THE FASTEST-SELLING BRANDS

Our steady advertising is constantly stimulating the demand for **Borden's Eagle Brand Condensed Milk** and **Borden's Peerless Brand Evaporated Milk**, making new customers every day. Keep them well displayed in your store and secure the sales we are sending to you, because your customers will like their quality and flavor so that, once started, they will always buy these brands. You can not only start new customers on **Borden's Milks** but you can get regular buyers to buy more if you'll call their attention to the many delicious dishes they can make with them; many people who are only using them for tea and coffee will make cookies, doughnuts, cinnamon bun, milk bread. If you'll suggest it you'll not only sell more, but you'll also sell cocoa, cocoanut, spices, butter, eggs and flavoring extracts. We'll help you stir up these sales; send us your customers' names and we'll mail our Recipe Book to them for you.

## Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857

NEW YORK



### WHAT TO TELL CUSTOMERS

"We recommend **BORDEN'S MILKS** because we know they are best and purest. We're making special efforts now to get all our customers using them in preference to others. Let us send Borden's this week."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## Nebraska Retailers Decide Merchant Who Gives Order Has No Right to Countermand Except in Special Cases

Consensus of Opinion at Recent Convention on Live Trade Topics. Question Box Answers. National Convention in St. Louis Next Month.

Special Correspondence of "Grocery World and General Merchant."

Cleveland, Ohio, April 10, 1913.

At the recent convention of the Nebraska State Association, one of the chief features was the question box. Here are the queries presented and my own summary of the answers. The answers are much condensed; as a matter of fact, they were all extensively discussed. I give the answer which represented the consensus of opinion:—

1. From the viewpoint of profit making, should a merchant handle National advertised goods to any large extent?

Ans.—Yes.

2. Do you consider a thirty-day system a cash system?

Ans.—If that is the time at which the customer receives his pay, yes.

3. When a merchant gives an order for merchandise, should he be allowed the privilege of countermanding it?

Ans.—Only in extreme cases.

4. Would you keep in your employ a man whom you know has the habit of beating others out of their bills?

Ans.—Decidedly not.

5. Should the merchant enter politics?

Ans.—Yes.

6. Would you place a customer's name on the "suspended list" who has not paid his bill, pays no attention to statements sent him, but who can be made to pay his account by law?

Ans.—Yes.

7. Would you close the account or extend further credit to one of whom you have become suspicious?

Ans.—Close the account.

8. Does not co-operation, as suggested by the State Association, take away a man's individuality?

Ans.—No.

9. Should the merchants treat the traveling salesman as a friend, a nuisance or a necessity?

Ans.—As a friend and a necessity.

10. Our local association seems to be dead. We try our best to get our members out, but seldom have more than 25 per cent. in attendance; what should we do to revive interest?

Ans.—No one was able to give an effective answer, although several suggestions were made.

11. You sell an article of merchandise, guarantee the article to give satisfaction, you allow the customer to be the judge, he tells you the goods were not as represented, would you try and collect the account?

Ans.—No.

All of the questions that had suggested themselves from years of experience were printed in a circular. There were fifty of them and as

each was answered someone from the assembly would call out some other question which he wanted to have discussed, so that it kept the convention in a state of excitement and enthusiasm during the entire time. The set speeches were limited, and the convention given over entirely to the delegates.

\*\*\*

The sixteenth annual convention of the National Association of Retail Grocers of the United States will be held at St. Louis, May 19, 20, 21, 22, 1913.

The annual convention will convene at 9.30 o'clock on the morning of Monday, May 19th, at the Planters' Hotel, for its first session, and will be called to order by D. E. J. Noonan, president of the St. Louis Retail Grocers' Association.

The annual reports of the executive officers will be submitted and the programme will follow the plans provided by the constitution and by-laws of the National Association.

JOHN A. GREEN,  
Secretary National Retail Grocers' Association.

Nearby salad is now coming forward at \$3.25 to \$5; Southern, \$2 to \$3.25 per barrel. Good salad is scarce and wanted.

## Beware of this Man—He is a Swindler

Subscribers of this journal and grocers and general merchants generally are warned against a man representing himself as a solicitor for the "Grocery World and General Merchant." For a while he will have the written authority of this journal to solicit and the regular receipt blanks used by this journal. Less than medium height, probably around 5 feet, 5 inches, inclined to stoutness, light brown hair, round face, smooth shaven, clear complexion, good teeth, highly polished finger nails and thoroughly well groomed. Claims to be twenty-seven years old and looks twenty-four. He is borrowing money and is collecting subscriptions which he does not turn in. Has a bad record, which this journal did not discover till too late. Traveling now or recently through Maryland and using the name of Thomas A. McClaine.

## Why Does a Consumer Pay One Dollar a Bushel for Potatoes and the Producer Only Get Thirty Cents of It?

Convention Held in Chicago During the Week to Solve this One Question. Fruit and Vegetable Men from New England to Texas All Tell the Same Story.

Special Correspondence of "Grocery World and General Merchant."

Chicago, Ill., April 10, 1913.

The National Conference on Marketing and Farm Credits, the meeting of which was announced in your columns two weeks ago, opened its meetings here last Tuesday, and first took up the great difference between the price received for food products by the grower or producer, and the price paid by the consumer. One speaker told the convention that that day Chicago housewives paid 2 cents a pound or from 8 to 12 cents a head for fresh cabbage. On South Water street commission merchants paid \$1.50 to \$2 a crate; down in the Rio Grande country, on the Gulf coast of Texas, cabbage was rotting on the farms.

The convention lasted three days and devoted almost all its time to seeking an answer to this one question why there was such a large difference between the price paid by the consumer and the amount received by the producer. As Edward R. Kone, Commissioner of Agriculture of Texas, said, somebody else is getting the money for nearly everything that farmers grow.

"The railroads aren't getting the money," said Kone. "At least, we

think not. The farmer isn't. The consumer isn't getting the farm goods cheaply. He's hollering about the high cost of living. Where does the money go? If to the middleman, we're after him."

Peter Radford, president of the Texas Farmers' Union, said that farmers have long been restive under present marketing conditions.

"We are going after the trouble in an organized way," said Radford. "We want to know why we get only 30 cents on a bushel for potatoes which sell for 75 cents to \$1 a bushel here. That seems too big a profit."

Other States besides Texas are in revolt. Warren Dunham Foster, member of the Massachusetts Homestead Commission, told why New England is supporting the conference.

"Potatoes we raise on truck farms in Cummington, Mass., are rotting in the fields," said Foster. "In Worthington, a town practically contiguous to Cummington, they sell for \$1.50 a bushel. There seems to be need for co-operation between East and West."

Sidney E. Mezes, president of the University of Texas, was unable to attend and his address was read for him.

"While some progress has been made in teaching the farmer how to grow more crops," the paper reads, "little has yet been done to aid him in getting fair prices for his products. To illustrate the gross injustice of our present marketing system, I may point out the fact that at Laredo, Texas, in our onion-growing district, one day, a short time ago, onions were sold for 2 cents a pound; the next morning Laredo onions were sold in the open market at Austin, Texas, at 15 cents a pound. In this transaction, as you will see, the commission man, the public carrier, and the retail dealer divided 650 per cent. of the price paid to the grower.

"Again, tomatoes were sold one day at two-thirds of a cent each in Palestine, Texas, and the next



orning were sold at Austin at 5  
nts each.

"In each of the instances cited  
e producer received only 13 per  
nt. of the final selling price,  
hile 87 per cent. was divided  
mong the railroads and the sellers.  
ne glaring injustice of such a sys-  
m is made more apparent by a  
mparison with the results of co-  
peration in marketing farm prod-  
ts in Denmark. In that country  
e co-operation society handles,  
rts according to size, and packs  
rgs for 3½ per cent.; the ship-  
ng and selling cost form 4 per  
nt., leaving the farmer 92½ per  
nt of the final price paid by the  
nsumer."

The convention adopted resolu-  
ons that "the cost of taking the  
roducts of the farm to the con-  
mer is unnecessarily large, and  
e methods employed are wasteful.  
conomical and efficient methods  
or the distribution of these farm  
roducts are of pre-eminent impor-  
ance in reducing the cost and rais-  
ng the standard of living. The  
overnment should establish an ef-  
ective agency for the study of the  
roblems of marketing and for the  
istribution of information as to  
onditions and needs and rational  
ethods of meeting these needs;  
hat consumers and producers  
hould organize to promote efficient  
istribution, economical marketing  
nd reduce expenses."

E. R. BERFIELD.

#### New Patents and Trade-marks in the Grocery Line.

Messrs. Davis & Davis, Washington  
Patent Attorneys, report, this week, the  
grant of the following patents:—

- Washington, D. C., April 8, 1913.  
1,058,093. Can filling machine. W. J.  
Phelps, Baltimore Md. (five patents).  
1,058,279. Method of making coffee  
extract tablets. G. Völckers, San Juan,  
Porto Rico.  
1,058,344. Apparatus for separating  
ground material, particularly cocoa  
powder. E. L. H. Bauermeister, Al-  
tona, Germany.  
1,058,449. Display rack. M. Mayer,  
New York, N. Y.  
1,058,460. Fruit cleaner. O. K.  
Porter, The Dalles, Orc. (two patents).

#### TRADE-MARKS PUBLISHED FOR OPPOSITION.

- Ser. No. 53,827. "Melba" for candies.  
Heisdorff & Taylor, Chicago, Ill.  
Ser. No. 60,736. "White Jacket" for  
wheat flour. The Grafton Roller Mill  
Co., Grafton, N. D.  
Ser. No. 61,015. "Oriole" for bis-  
cuit. National Biscuit Co., Jersey City,  
N. J.  
Ser. No. 61,099. "Marigold" for bis-  
cuit. National Biscuit Co., Jersey City,  
N. J.  
Ser. No. 64,993. "Sea Breeze" for  
biscuit. National Biscuit Co., Jersey  
City, N. J.  
Ser. No. 67,167. "Dubar" for cakes,  
crackers, wafers and biscuits. Bremner  
Bros., Chicago, Ill.



## An Easy, Steady Seller

YOUNG'S SCOURING SOAP  
*scours without scratching.* Women who  
use it describe it as "the finest scouring  
soap you can buy," and once you get your customers started  
buying it you can depend on steady sales.

Young's Scouring Soap, in addition to its quality and effective-  
ness, has the extra advantage of wrappers which can be exchanged  
for hundreds of beautiful gifts. This feature makes it easier to start  
customers as well as helping to hold them.

Every cake of Young's Scouring Soap weighs a full pound.

## CHAS. W. YOUNG & CO.

Makers of Soaps of Merit

ESTABLISHED 1877

PHILADELPHIA



#### WHAT TO TELL CUSTOMERS

"YOUNG'S SCOURING SOAP will not only eat greases, dirt  
and stains off of any pot or pan, but it doesn't scratch, so you can  
use it to scour anything that can be scoured. Don't forget to  
save the wrappers."

This is one of the firms the sale of whose products  
helps organize the Pennsylvania Retail Merchants



# WITH THE EDITOR

Messrs. Procter & Gamble, soap manufacturers, are being kept pretty busy, these days, explaining just why their recent change of method is not as important as it seems. Readers hereof will remember what that change was: They formerly sold only the jobber and held him to a fixed price. Now they have no fixed price and will sell retailers direct, not in all territories, but it is coming to that.

The latest explanation of the reason for the change comes from a stockholder of the Procter & Gamble business named George Lee. He is thus quoted:—

Mr. Lee, who is well known in New York and who has been with the company for over twenty years, says that the reason why the change was made in New York is because the company found it better to sell direct than through wholesalers. "The company, like a good many others," he said, "has been selling the goods for the jobbers, turning the orders over to them and giving them the stocks to fill the orders as they needed them. All the wholesalers did was to pick up the goods from day to day and deliver them to the retailers and collect their commission. There will be no concessions made to the retailers; they pay the same price they would the jobber and that is necessary, because it costs us the difference to get business direct.

This is the frankest statement yet issued, and it comes to this: "the jobbers whom we were protecting were doing nothing but filling the orders which we obtained and collecting the commissions which we guaranteed. We have therefore decided to fill the orders ourselves and save the commission." The change takes effect as yet only in the New York territory, which includes, however, about half of New Jersey. The conditions are not different in other territories, and what Procter & Gamble have done in New York they will of course in time do everywhere else.

The point that lies at the bottom of this incident is that the jobber is entitled to profit or commission only when he earns it, and that he does not earn it merely by filling orders—gotten for him by the manufacturer—from customers who don't need carrying. In such cases there is constantly increasing danger to the jobber that the man-

ufacturer will decide to go straight to the retailer as Procter & Gamble have done.

There is some question, however, whether it is as fair to hold the jobber responsible for not personally pushing Ivory soap as for not pushing other articles where the possibilities are different. Ivory soap and a few other products occupy a very peculiar position—everybody sells them and the need of individual work is pretty well gone.

The "Grocery World and General Merchant" has had its attention called to Pennsylvania House Bill 527, which is commented upon in this week's Harrisburg letter. It forbids the sale of all "drugs, medicines or poisons" except in regularly licensed pharmacies, or in stores three miles or more from pharmacies, which latter also have to be licensed by the State Pharmaceutical Board before they can sell the simple drugs and medicines which it is necessary to sell for the convenience of the neighborhood. The bill will affect hundreds

of country stores which now sell the little needfuls that their customers ask them for, and which there is not the slightest reason why they should not sell.

That the sale of poisons and harmful drugs should be confined to graduated druggists goes without saying. But can anybody give a reason why they should have the exclusive sale of borax or washing soda, or Dr. Bull's cough syrup? Patent medicines should not be sold at all, in the writer's judgment, but if they are to be sold then the grocer and general storekeeper has all the right to sell them that a druggist has. It is true that such things originally belonged to the druggist's stock, but the druggist has long ago demonstrated that he didn't believe in confining merchants to their own stocks. When it comes to selling goods foreign to his line, the druggist is the biggest swine alive. He has stolen stationery, confectionery, jewelry, glassware, some groceries, leather goods, and a host of other goods for which there never was any other excuse than greed. He is the last one to restrict the grocer's stock; let him

first restore what he has stolen from others.

The "Grocery World and General Merchant" suggests that this bill should receive the instantaneous attention of the Pennsylvania Retail Merchants' Association. On second thought, how can the State Association oppose it when some of its members are druggists? This is a pretty good illustration of the weakness of mercantile associations which include all classes.

According to the Philadelphia newspapers, the cold storage people who appeared before the Pennsylvania Legislative Committee last Tuesday to oppose the pending cold storage food bill, "all agreed that articles were not stored to put up or keep up prices."

The man who says a thing like that is giving a convincing imitation of a fool. Until representatives of the cold storage industry abandon such evasions and come frankly out and tell the truth, the industry will remain under its present ban, and will continue to be the butt of ill-considered and hostile legislation.

The thing appears all the more foolish because there is nothing to hide about the cold storage food business. Food is stored to keep up prices, but it is also stored to keep prices down, and both results are accomplished, greatly to the advantage of everybody. If eggs cannot be stored in March, April and May, the supply will be so great that the price will drop to near nothing and the poultry industry will be dealt such a vital blow that when next winter comes there won't even be the inadequate supply of fresh eggs that there usually is in winter. The result would be a price of possibly a dollar a dozen, with a tenth enough eggs to go round.

Cold storage carries over a surplus that is not needed, until the time when it is needed, and thus steadies the market throughout the year. It also preserves the poultry industry from what would surely be contraction and partial annihilation. Why should a plan so invincibly logical need to mask itself behind evasions?

## Ought-to-be Subscribers and Should-be Advertisers Take Notice

JOHN C. RYAN, President



129 & 131 JACKSON STREET

JAMES J. DAWSON, Sec'y & Treas.

**THE RYAN-CORRELL CO.**  
WHOLESALE GROCERS.

Johnstown, Pa. April 7, 1913.

The Grocery World,  
Philadelphia, Pa.

Gentlemen:—

Please mail us the Grocery World until further notified.

We overlooked renewing our subscription sometime ago and our salesmen are now calling our attention to it, so we want to be registered as one of your subscribers.

If not asking too much, please mail us copies of the issues for the past three weeks.

Very truly yours,

JCR/MCG.

The Ryan-Correll Company.



## Proposed Sugar Tariff Means Reduction of Almost One-half Cent. Per Pound

Associated Sugar Brokers Ask Congress Not to Reduce Tariff Until After October 15th, When Summer Season is Over. What the Contemplated Reduction Means.

If the tariff bill becomes a law as now framed, it will cost just forty-one hundredths of a cent less per pound to deliver sugar into this country. A reduction of 25 per cent, amounting to the above percentage, is to go immediately into effect and continue for three years, after which sugar would be free. H. Huston & Co., the Philadelphia sugar brokers, thus explain the effect of the proposed change in the tariff:—

The so-called Dutch Standard is eliminated in the sugar schedule. The present duty of 95-1000 of 1 cent per pound in the sugar testing by the polariscope not above 75 degrees is reduced 71-1000 of 1 cent per pound, and for each additional degree by the polariscope test the ratio is reduced from 35-1000 to 26-1000 of 1 cent per pound additional; therefore, sugars testing 96 degrees would pay a duty of 1.256 instead of the present rate of 1.685, while Cuba sugars would pay 1.005

instead of the present rate of 1.348. This would mean a duty of 1 cent per pound on Cuban sugars. This duty to be in effect for three years, after which time all sugars are to be placed on the free list.

The National Association of Sugar Brokers fears the unsettling effect of the proposed tariff change upon the summer sugar market, and has petitioned the Ways and Means Committee to postpone the taking effect of any reduction until after October 15th, when the summer season is about over. The association's letter to the committee is as follows:—

To the Members of Committee on Ways and Means, United States House of Representatives, and Finance Committee, United States Senate, Washington, D. C.

Gentlemen:—On behalf of the buyers and sellers in all parts of the country, distributing sugar to the value of many millions of dollars

per annum, we beg to call your attention to the fact that the most active season for the distribution and actual consumption of sugar commences in June and terminates about October 15th, this being the period when fruits mature and are preserved, and which the general consumption is stimulated by hot weather.

Also that a reduction in duty of sugar during the active season would likely interfere with the fruit growing, preserving and other industries, by the dealers not being willing to carry the needed sugar supplies, involving risk of loss in value by change in duty, and would both restrict and disturb the business in sugar greatly.

In order, therefore, to avoid a sugar "famine" for a time preceding the application of the new duty, and which would prove a hardship to consumers generally and a calamity to fruit producers, we respectfully suggest that provisions be made for the new tariff to take effect either BEFORE June 1st or not until AFTER October 15th, and that announcement to be made as soon as possible of the proposed date of effect, so that the trade may have some information on which to base their calculation of necessary supplies, instead of bringing business to a standstill from lack of reasonable enlightenment.

Respectfully yours,  
(Signed.)

There is a rumor that even if the sugar duty is reduced by 41 points, which is nearly one-half cent, the refiners will not willingly reduce the price of refined sugar, for the reason that they are not making

any money at present prices. It is certain, however, that if they did not reduce the price they would be made the subject of a considerable hue and cry.

### Changes in Food Products Tariffs Made by New Democratic Bill.

Rates Reduced Wherever Changed At All. Many Articles on Free List. Comparison of Old and New Proposed Rates.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

April 11, 1913.

As the daily newspapers have stated, the proposed new Democratic tariff bill was announced during the week, and will be taken up in the House when it convenes. The bill affects many food products, one of the most important of which is sugar, and wherever any change is made, it is a reduction. Several food products are put on the free list.

A list showing the present and proposed tariff on the most important food products is as follows:—



## Save \$25 Now

—and Insure Your Profits for Years to Come

If two registers of equal mechanical perfection, equally efficient to safeguard your profits, equal in good looks, and guarantee were placed before you, one costing \$100 and the other only \$75, would you not consider saving the \$25?

A Michigan No. 6 Total Adding Cash Register is not only equal, but actually superior in these points to any \$100 register of any other make.

On first cost alone hundreds of thousands of dollars have been saved by the merchants who have bought one or more Michigan No. 6 Total Adders. And hundreds of thousands more are being saved through the protection the registers give.

Progressive merchants everywhere are realizing the economy of buying Michigan Cash Registers. To take care of their increasing orders we have been forced to erect and equip a new building with much larger facilities for manufacturing Michigan Cash Registers.

These merchants are good buyers. They are keen to save money, but they demand full value for what they pay. You can safely be guided by their judgment in buying a Michigan No. 6.

Remember, the Michigan No. 6 Total Adder not only saves \$25 on the first cost, but saves money every day you own it by preventing the mistakes and losses which continually result from using the old-fashioned cash drawer.

Consider now this saving of \$25. You can buy a Michigan No. 6 from your jobber or his salesman on his regular terms, just as you buy your goods. If they can't supply you write us direct, giving the name of the salesman who calls on you. We will gladly send you our new catalogue E 3, showing the complete line of Michigan Cash Registers.

**MICHIGAN CASH REGISTER COMPANY - - - Detroit, Mich.**



Item.	Act of 1909. Rate.	Proposed New Tariff. Rate.
Common soap .....	20 per cent.....	5 per cent.
Saleratus or bicarbonate of soda .....	5/8 cent per pound.....	1/4 cent per pound.
Sal soda, washing soda.....	1/2 cent per pound.....	1/8 cent per pound.
Borax, refined .....	2 cents per pound.....	1/8 cent per pound.
China and crockery, not dec- orated, etc. ....	55 per cent. ....	35 per cent.
Swine .....	\$1.50 per head.....	Free.
Cattle .....	.....	10 per cent.
Bran and wheat screenings...	20 per cent.....	Free.
Buckwheat flour .....	25 per cent.....	Free.
Macaroni, etc. ....	1 1/2 cents per pound....	1 cent per pound.
Wheat flour .....	25 per cent.....	Free.
Rye flour .....	25 per cent.....	Free.
Eggs .....	5 cents per dozen.....	2 cents per dozen.
Fish .....	.....	Free.
Meats .....	.....	Free.
Fancy cakes .....	50 per cent.....	25 per cent.
Mushrooms and truffles.....	2 1/2 cents per pound....	2 1/2 cents per pound.
Caviar .....	30 per cent.....	30 per cent.
Comfits and fruits of all kinds, preserved, containing over 100 per cent. of alcohol....	\$2.50 per proof gallon, plus 35 per cent.....	\$2.50 per proof gallon, plus 20 per cent.
Olives, n. s. p. f. ....	15 cents per gallon.....	15 cents per gallon.
Game, except birds .....	2 1/2 cents per pound.....	1 1/2 cents per pound.
Rice, cleaned .....	54.05 per cent.....	33.33 per cent.
Mineral waters .....	43.56 per cent.....	30.00 per cent.
Brooms .....	40 per cent.....	15 per cent.
Barley .....	43.05 per cent.....	23.07 per cent.
Fruits .....	27.21 per cent.....	15.38 per cent.
Figs .....	51.53 per cent.....	42.10 per cent.
Lemons .....	68.85 per cent.....	24.03 per cent.
Live poultry .....	13.10 per cent.....	6.67 per cent.
Vinegar .....	33.03 per cent.....	17.39 per cent.
Molasses, not over 40 per cent. .....	20 per cent.....	15 per cent.
Molasses, from 40 to 56 per cent. ....	3 cents per gallon.....	2 1/4 cents per gallon.
Molasses, above 56 per cent...	6 cents per gallon.....	4 1/2 cents per gallon.
Maple sugar .....	4 cents per pound.....	3 cents per pound.
Refined syrups .....	4 cents per pound.....	3 cents per pound.
Sugar candy, worth 15 cents per pound or less .....	4 cents per pound, plus 15 per cent.....	2 cents per pound.
Oats .....	15 cents per bushel.....	10 cents per bushel.
Butter .....	6 cents per pound.....	3 cents per pound.
Cheese .....	6 cents per pound.....	20 per cent.
Beans .....	45 cents per bushel.....	25 cents per bushel.
Fresh vegetables .....	25 per cent.....	15 per cent.
Apples, peaches .....	25 cents per bushel....	10 cents per bushel.
Raisins .....	2 1/2 cents per pound....	2 cents per pound.
Pineapples .....	\$8 per 1,000.....	\$6 per 1,000.
Chocolate and cocoa .....	2 1/2 cents per pound, plus 10 per cent.....	8 per cent.

It goes without saying that all possible pressure will be brought to bear upon the above rates, by producing interests who will be adversely affected by them, and they may be changed radically before the bill passes.

HOLT.

Contributed.

### How to Tell Whether it Will Pay You to Deliver by Auto Delivery.

Expert Points Out the Tests. One is Value of Up-to-date Reputation. An Advertisement Which is a Sign of the Times.

Naturally every merchant, large and small, who considers adopting power delivery wagons instead of horses, asks himself whether the power wagon will pay him better than the team plan. On the general proposition whether or not a motor wagon will pay in a particular case there are many things to take into consideration. Some of these are:—

1. Will motors effect a saving in present delivery costs?
2. Is the adjacent territory, at present too far off to cover with horse delivery, worth developing with motor wagons or trucks?
3. What is it worth to be able to make deliveries on icy or snow-covered streets, or under a broiling sun, when ordinary horse wagon service is demoralized or temporarily out of business?
4. Is it vital to be able to work one's delivery equipment overtime in the "rush" season, with the assurance that it will be just as efficient the next day?
5. What does it mean to you in dollars and cents to be considered up-to-date?
6. Do your customers insist upon prompt deliveries at stated hours so many times a day?
7. Do your present horse wagons take so long to cover their routes that perishable food is delivered in poor condition to your furthest customers?

8. Are you equipped to answer a telephone call to deliver groceries five or six miles away within the next half hour, or would you have to let your rival take the order and probably the customer too, because you couldn't deliver the goods on time?

These and many other questions intimately concern the advisability of using motor delivery.

There are many who will say: "Yes, that's all very well, but I'm doing a comfortable business now and making a decent living under the old conditions. I'm satisfied. I don't need motors."

All of which may be very true, but it's no assurance that your nearest rival or an entirely new concern may not come into your territory with a motor delivery system in the near future and take away your best customers before you are aware of what is happening. Such things have occurred.

Two advertisements, in newspapers at opposite sides of the country, will show the trend of the times better than any mere argument.

In a recent issue of one of the big New York dailies there appeared a large advertisement announcing the sale of 60 horses from the stable of the New York chain-

store grocer, James Butler. Quoting from this advertisement: "To insure the greatest satisfaction to customers by the quickest daily distribution of fresh food supplies a change has been made gradually from horse trucks to motor transportation, with its bigger loads and rapid runs."

The other advertisement is from a recent issue of a Los Angeles newspaper. Three-quarters of the space is devoted to a large illustration.

Across the top is the slogan: "A Sign of Good Living." The balance of the text reads: "The housewife who has never bought her groceries and table supplies from Jevne's over the telephone cannot appreciate the personal convenience this affords her. Two deliveries are made each day to all parts of the city, and one daily to Hollywood, Pasadena, South Pasadena, Oak Knoll, Alhambra, etc."

The picture shows in the background a private house in the suburbs, and in the foreground is a big motor truck with the driver handing out packages to his helper.

Perhaps "A Sign of the Times" would have been a more fitting slogan.

HENRY FARRINGTON,

Editor "Power Wagon."

Chicago, Ill., April 7, 1913.

## One Dealer's Experience in Shipping Eggs to New York Commission Merchants

Large Tennessee Shipper Tells How They Cheated Him and How He Found it Out. Contributes Experiences as Evidence of Need of Pending Bills to License and Bond Commission Merchants in Pennsylvania and New York.

Apropos of the bill pending both in New York State and Pennsylvania to cause commission merchants in butter, eggs, dairy products, fruits, vegetables, etc., to obtain a license and file a bond before they can do business, the object being to stop the present frauds of some commission merchants in accounting to their shippers for less than they have received, perhaps some experiences of the undersigned in shipping eggs to the New York market may be interesting.

I ship probably 150 carloads of eggs and 50 carloads of live poultry every year from my section of Tennessee and I have practically stopped shipping to the New York market. It has reached such a

stage in New York that we have been forced to seek outside markets. In other cities we find responsible jobbers who buy our goods outright and avoid the market manipulation of prices.

We shipped eggs to New York last fall which were of the same quality and from the same territory that we have been shipping from ever since we have been in the business. Heretofore they always brought the top market prices. But from some cause or other we did not realize more than half of the quotations on our grades. The result has been that shippers from all sections have lost heavily—more than \$2,000,000 in the last five months—in this market. When



a complaint was made the reotyped reply was returned that the goods were in bad condition or were not up to grade. In one instance I had a carload shipped to the New York market to sell. I went to New York before the arrival of the car and gave samples to one firm. They pronounced the eggs of good quality, in fact, said they would have an inspector test them, thinking they would sell at a premium. An inspector who is employed by the Mercantile Exchange and whose salary is paid by the organized commission merchants, examined and graded the eggs and reported them as only "seconds." I told the members of the firm that either the inspector did not know how to test an egg or else he was laying down. I took the eggs out of the house, they stated they could not sell them at over 20 cents a dozen on the inspector's report. The market quotation at that time for this class of eggs was from 35 cents to 37 cents a dozen.

I took the eggs to another commission merchant and was informed they would net me 32 cents per dozen, which, of course, means no commission or expense. I told him to go ahead with the sale. As long as I was in New York he obtained a higher price. When I returned home the only word I received was that I had sold only about half of the carload at 32 cents net and the other half at 20 cents. This is all I would have gotten had I not threatened this concern with a lawsuit and by so doing obtained a reasonable adjustment. This was a few months ago—in the latter part of 1912. Since that time I have shipped to points outside of New York. I have lost as much at \$500 on a shipment of one carload of eggs to New York commission merchants.

I am only one shipper in many thousands and it is easy to see how many millions of dollars shippers and producers lose, while consumers buy the goods at an exorbitant price and complaints of the high cost of living.

ROBERT S. HILL.  
Lebanon, Tenn., April 7, 1913.

California asparagus is worth \$.25 to \$.475 per dozen and Georgia grass 20 to 40 cents. The first Jersey grass is in and is offered at 10 cents. The demand is light on account of the cold.



The money is in PRIZE BUTTER if you'll do your part to get it. PRIZE BUTTER will be packed to suit your trade—you can get it in a carton, tub or print, colored and salted to suit. You can depend on it being *uniform* in *quality* and *flavor*, so it will *always* please your customers, and you know the satisfaction in handling a butter that both you and your customers *could depend on*—no complaints, no dissatisfaction. Our name on a butter is a guarantee to you, because it's a guarantee to your customers. Our GURNSE BUTTER is the leader in Philadelphia, and we're going to make PRIZE BUTTER the biggest seller in the State of Pennsylvania. All you have to do is push it and get the benefit of the steady stream of sales and profits.

## P. F. BROWN & CO.

39, 41 and 43 South Front Street

PHILADELPHIA



### WHAT TO TELL CUSTOMERS

"PRIZE BUTTER is well named, because it's *winning friends* for us every day. Try it and let me know how you like it. One of the best things about it is that it's made by a responsible concern, and you can depend on it being always uniform in quality and flavor."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants





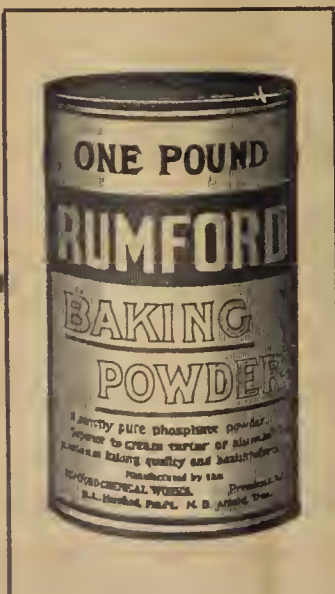
## Will You Do This?

Cleave fast to the baking powders that have been proven good; that have satisfied particular people for years; that leaven against any powder made; that are composed of food substances, not drugs, and last, but not least, that pays the grocer an honest profit for his work.

This description fits none but **Rumford Powders**. Your customers will be as well satisfied with them as you will be with yourself, if you sell them.

**Rumford  
Chemical Works**

PROVIDENCE, R. I.



## The New York Letter

**Effect of New Tariff Being Discounted. Bill to Tax and Bond Commission Merchants Passes Assembly. Pushcart Peddler Problem Up Again. More Tea Reforms Wanted. Market Summary.**

Special Correspondence of "Grocery World and General Merchant."

New York, April 9, 1913.

General business interests in New York seem to be but little disturbed by the new tariff bill, the general opinion being that many changes will be made in the bill before it is passed. Few dealers cared to make any comments until the Senate takes action. The trade most disturbed was the flour trade. A meeting of the dealers was held in the New York Produce Exchange within an hour after the bill was made public. The proposal in the new bill to place flour on the free list and place a 10-cent per bushel duty on wheat caused a storm of protests. The trade is agreed that such a tariff would make it impossible for the United States milling interests to compete with the Canadian and foreign mills.

The Canadian mills were the ones most feared by the dealers. While Canada at present has a duty on wheat which will cause her flour to be subject to an import duty in this country, the trade believes the Canadian Government will remove their tariff in order to give the flour interests an opportunity to compete with the millers of this country. One dealer at the meeting said the bill will give the Canadians an opportunity for underselling the American miller right in New York by 35 cents a barrel. A poor wheat crop in this country the dealers say will give the British millers the opportunity for manufacturing the Russian wheat and by taking advantage of the cheap freight rates on the Western trip undersell American millers who must pay a duty to import Canadian wheat. It was agreed by all that wheat and flour should be treated in the same way.

R. A. Claybrook, president of the Flour Club, said at the meeting: "It is unbelievable that such an inequality should have been allowed to creep into the new tariff. To tax the raw article and admit the manufactured article free is absolutely wrong in principle. It is not only un-Democratic, but it is un-American. It means that the great mill-

ing industry of this country will be placed at a disadvantage that will be practically ruinous. If flour is free then wheat should be free. The tax, if there is one, should be the same in either case. Whoever drafted that section could not have been familiar with the problem. I certainly advocate prompt action on the part of the flour trade to prevent the passage of this discriminating act."

The following resolution was drafted and unanimously passed by the meeting:—

Whereas, Information comes to us that the contemplated change in the tariff laws call for a 10-cent per bushel duty on wheat and 10 per cent, ad valorem duty on flour, and countries admitting our flour free can ship flour here duty free; and

Whereas, This would admit British flour and Canadian also, if Canada removes her duty, without allowing American millers access to the same wheat on a competitive basis; it is

Resolved, That the flour trade of the New York Produce Exchange petition the President and Congress to avoid such discrimination.

A committee was also appointed to go to Washington immediately and see what could be done to overcome the difficulty.

The sugar trade was not disturbed by the 25 per cent. reduction of the tariff. Dealers expressed the opinion that it would not result in cheaper sugar to the consumer. The only fear expressed as to the new bill was in the provision for free sugar in three years.

Butter, eggs and cheese dealers were not worried by the reduction in tariff on these articles. The general opinion was that it would result in the United States being supplied with these commodities at an average world's value. The New York market during the past year has been practically on a level with those of Canada and England so it is not believed the change will result in any heavy importations.

The radical changes in the tariff on green fruits seemed satisfactory to the trade with the exception of representatives of Florida and California growers. These interests though dissatisfied will wait the action of the Senate before taking action.

The special committee appointed by Mayor Gaynor to investigate the push cart peddlers in the city made its report this week in which it recommends that seven sites named be given to the peddlers in which they may take stands and that the peddlers be prohibited from doing business on the streets in any other parts of the city. The report has not yet been acted upon. The committee found that push cart peddlers were in many cases the victims of grasping persons who took out the licenses at \$30 a year and rented them to peddlers at prices greatly above this figure. About one-third of all the licenses issued according to the committee are rented. The peddlers are in the hope that the Mayor will act on the committee's report and give them permission to ply their trade without interference in some sections. Retail grocers feel that such an ordinance will be helpful to them, as peddlers will no longer be able to pass through the streets selling some produce unusually cheap when the market has been overstocked.

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Tea importers in this city are again starting an agitation for the repeal or amendment of the tea act of 1897, which regulates the importations of teas into this country. Assistant Attorney-General Winfred T. Denison this week submitted an opinion to the Secretary of the Treasury in which the Attorney-General states the Treasury Department has no right to reopen cases or to order the Tea Board to rehear cases which have been once disposed of. The opinion was caused by the case of Carter, May & Co., who requested first the Board and then the Department to reopen the case of an assignment of 2,217 cases of teas which the Board had held to be inferior, but which it had been found on a later inspection was of such quality as to comply with the law. The Tea Board announced that it had no legal authority for reopening the case and the Treasury Department was appealed to. When the firm heard of the opinion of the Assistant Attorney-General it took the case before Circuit Court Judge Noyes, who issued an order restraining the Government from destroying the teas and instructing the importers to take the matter before the Court of Appeals.

The present agitation among other things seeks to have the wick



ascertaining the quality of teas transferred from the Treasury Department to the Department of Agriculture, which has supervision over all foods and drugs imported.

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Dealers in live poultry are complaining recently that their business is being run on a loss because of the number of unscrupulous and irresponsible dealers who, by alluring offers, persuade Western shippers to dispose of their stock through them instead of the old and more reliable dealers. Many failures with large debts and small assets have been reported in this past few months. The dealers say that these irresponsible merchants frequently come overstocked and offer single sales of poultry at the wholesale price. This forces their neighbors to do likewise and so run their business at a loss. The old reliable dealers say it is now a case of the producer and consumer getting everything and the dealer getting nothing for handling the stock.

\*\*\*

Among the new companies incorporated this week are:—

The Cahart & Brothers, Inc., Manhattan, coffee, teas and spices; capital, \$50,000; incorporators, H. Cahart, O. E. Abraham and H. Holm, New York.

The Maria Victoria Sugar Co., Inc., to conduct sugar plantations; capital, \$250,000; incorporators, B. J. Rionda, J. K. Byard, W. F. Corss, New York.

\*\*\*

The "commission merchants' bill," aimed at unscrupulous and financially irresponsible persons who sell farm products on commission, passed the Assembly on Tuesday by a vote of 110 to 9. The bill provides that commission houses dealing in farm produce must take out a State license and give a fidelity bond of \$3,000 to protect the farmer who ships to them. The bill would also give to the farmer the right to hale the commission merchant who either defaults in payment or does not give a full account for goods received before the State Commissioner of Agriculture for a hearing. Sustained charges would result in the revocation of a license.

\*\*\*

Superintendent Reichmann, of the State Weights and Measures Department, has issued a pamphlet during the week in which he thus sizes up the fight for honest weights and measures:—



Sell Her a  
Whole  
Container  
of  
Franklin  
Carton  
Sugar

When you sell a woman a whole CONTAINER of 24 or 30 CARTONS of FRANKLIN CARTON SUGAR, instead of selling her one CARTON, you prevent her buying the other 23 or 29 CARTONS from a competitor. She's *your* customer; nobody else can sell her any sugar for some time. She has a supply instead of a sample. You have only one delivery to make, instead of perhaps dozens. You make the profit on every carton in one sale without even having to open the container, although you can do that in five seconds with a pocket knife. You can see that this is the right way to sell sugar because your customers expect to go on eating it all their lives and don't have to "try" it to "see what it's like."

### CAPACITIES OF CONTAINERS

You can buy FRANKLIN CARTON SUGAR in the original CONTAINERS of 24, 48, 60 and 120 pounds, according to the grade. CUBE, GRANULATED, and DESSERT & TABLE are packed in CONTAINERS that do not hold too much for a family to buy at one time. POWDERED and CONFECTIONERS' XXXX are also packed in CONTAINERS of small capacity to suit your convenience in buying. Full information on weights of both CARTONS and CONTAINERS can be had from your jobber.

## The Franklin Sugar Refining Company

### PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN SUGAR"



### WHAT TO TELL CUSTOMERS

"Let us send you a Container of Franklin Carton Sugar. Sugar is something that you always need, and it's a big convenience to know that you have a supply of it in the house instead of having to buy it every time you need it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



We'll Help You Sell

Freihofer's

EGG ELBOW  
MACARONI

We have just prepared this beautiful life-size cut-out, handsomely lithographed in four colors on stiff cardboard, 36 inches high, showing a grocer offering his customers FREIHOFFER'S MACARONI. It's a strikingly handsome advertisement and will make sales if placed on your counter or in your window. If you're going to push the sale of FREIHOFFER'S MACARONI write us for this cut-out. Only a limited number to be given out, so let us hear from you soon. You want to push

the sale of FREIHOFFER'S EGG ELBOW MACARONI because it will lead to sales of FREIHOFFER'S NOODLES, SPAGHETTI and PASTELS—all clean, American-made goods that will please your customers and pay you good profits.

**Freihofer Baking Company**  
PHILADELPHIA



OPPONENTS OF HONEST WEIGHTS AND MEASURES AND OF HONEST AND FULL QUANTITY.

The opponents may be briefly stated as follows:—

1st. The one who wishes to deceive the consumer by the use of false or faulty constructed weighing and measuring devices in their hourly and daily purchases.

2d. The manufacturer of such weighing and measuring devices, which are made to look like weighing and measuring devices, but are not such in fact, but are marketed on a purely price cutting basis.

3d. Those who believe in the principle of "let the purchaser beware," which principle had some justification as long as people lived in small communities and there was no extensive trade.

4th. The dealers or persons who have been prosecuted or who have been warned and are kept straight for fear of prosecution.

5th. Some who have a hobby or who are cranks and who insist on one special mandatory way of selling, and who believe that all others who do not believe their way are dishonest. There are a number of very honest and equitable dealers who have certain notions that every commodity should be sold only in a certain way and no variations allowed.

6th. These manufacturers, and some of them of the largest, who are putting up package goods, not necessarily food products, who do not wish to let the consumer know what they are getting and who believe in selling in indefinite terms and are, therefore, selling in constantly decreased packages, ingeniously keeping the form of the same or else selling gross weight and increasing the tare. These last will be particularly affected by Chapter 81 of the Laws of 1912, and they will render the enforcement of that statute ineffective or have it repealed or amended, which would open the door to continue their practices of deception of the public.

THOSE WHO FAVOR CORRECT WEIGHING AND MEASURING DEVICES.

- 1st. The consumer.
- 2d. The honest dealer.
- 3d. The honest manufacturer.
- 4th. Manufacturers of correct weighing and measuring devices.
- 5th. Associations which have openly favored correct weights and measures and correct and known quantity.

- (a) State Federation of Women's Clubs.
- (b) Rainy Day Club.
- (c) Consumers' League.
- (d) The Housewives' League.
- (e) The State Retail Grocers' Association, particularly the Rochester Association.
- (f) The State Butchers' Association.
- (g) The State Wholesale Grocers' Association.
- (h) The State Hardware Dealers' Association.
- (i) The National League of Commission Merchants.
- (j) The International Apple Shippers' Association.
- (k) The Specialty Manufacturers' Association.
- (l) The Coal Dealers' Association of the State of New York and Pennsylvania.
- (m) The New York State Hay Dealers' Association.

SUMMARIZED MARKET CONDITIONS.

The break in coffee options had no effect on the spot coffee market



## Banner Lye is the Greatest Cleanser of All

BANNER LYE is not only a powerful deodorizer and disinfectant, but it is the *most powerful cleanser* manufactured. It eats off the dirt and grease without the rubbing and scrubbing required when ordinary cleansers are used. It cleans what nothing else can clean. BANNER LYE is needed in *every household*, and you haven't a customer who won't buy it if you keep it on display and call attention to its wide range of usefulness. It's a *steady seller* once you start it, because the housekeeper is always *cleaning something*; get your customers using BANNER LYE and you open the way for steady sales and profits.

## THE PENN CHEMICAL WORKS

Philadelphia, Penna.

## WHAT TO TELL CUSTOMERS

"BANNER LYE cleans without work; it makes dirt and grease disappear quicker than any other cleanser and with less effort on your part."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants





cept to cause the country to be  
re skeptical than ever in regard  
future prices. Despite the low  
ces quoted dealers are buying  
y enough to tide them over from  
to day. Brazilian grades were  
d at a lower level, but buyers re-  
ed to be interested. The mild  
des were quiet in sympathy with  
Brazil coffee.

While there is little activity in the  
market prices are firmly main-  
ed, cables from Colombo and  
lon stating that all descriptions  
tea were selling at prices higher  
n those for several months.  
st of the buyers seem willing to  
t stocking up until Congress has  
sed on the new tariff. Broken  
oes this week excited the most  
erest.

Refiners showed no desire this  
ek to stock up with raw sugar,  
ough several holders offered to  
de the market quotations.  
oles from Cuba predict a large  
p and it is expected that prices  
l drop somewhat within the next  
ek.

n refined sugar the withdrawals  
resented only the present needs  
the dealers and little new busi-  
s was written. The market is  
et, awaiting developments in the  
y sugar market.

The demand for rice increased  
s week, considerable new busi-  
s being done. The proposed  
anges in the tariff have little effect  
the market as only Patna are  
ng imported. Honduras and Ja-  
ns were in the most demand and  
ces on all grades remain firm.  
The country is not so actively in-  
ested in spices as dealers ex-  
cted after the submission of the  
posed new tariff, but the de-  
nd is increasing. The dealers  
em to believe that there is plenty  
time to stock up if the new tariff  
es into effect and are not buying  
y large advance stock.

The decline in wheat and the  
iff situation caused a decrease in  
e routine business in flour this  
ek. Prices are still being main-  
ned, as sellers point out the de-  
ase in the price of wheat is not  
t sufficient to cause a readjust-  
ent of prices of flour. Buyers,  
wever, are holding out for in-  
cements which the holders do not  
em willing to give.

Prices of butter took another  
arp raise this week, the best  
ades of creamery selling at 37  
nts, with firsts at 35 to 36½

(Continued on page 23.)



## Bouillon "Herringlets"—Something to Talk About

Your customers are always looking for "something new" for all meals. Tell them about BOUILLON "HERRINGLETS," choice little NORWEGIAN HERRING, packed in delicious bouillon, 15 cents a can, each can a meal for a family. Recommend BOUILLON "HERRINGLETS," because we'll refund the money to any customer who is not satisfied, and remember that they pay you a good profit. BOUILLON "HERRINGLETS" mean big sales, satisfied customers and good profits for you. *PUSH THEIR SALE.*

**ANGUS WATSON & COMPANY, Sole Proprietors**

Also Proprietors of "Skipper" Sardines

1011 Chestnut Street, Philadelphia, Pa.



### WHAT TO TELL CUSTOMERS

"Try BOUILLON 'HERRINGLETS' this week. Delicious, nourishing, wholesome. A meal for six persons for 15 cents.

**This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants**

You can sell MASON'S WHITE DRESSING to your customers with CONFIDENCE because it is the finest White Dressing made. It *cleans* and *whitens* white shoes and makes them REAL WHITE, instead of smearing over the dirt and making them GRAY. MASON'S WHITE DRESSING is *well known* and will sell itself if you put it on your counter; it is so good that one customer will tell others about it and so you will have plenty of sales. You *want* these sales, it will *pay* you to get them started because they PAY YOU 75% PROFIT.

**CAUTION—Don't let your shelves get loaded with slow sellers; insist on having Mason's Shoe Dressings—the lively sellers**

**JAS. S. MASON COMPANY**

138-140 North Front Street

PHILADELPHIA



### WHAT TO TELL CUSTOMERS

"Madame, I can absolutely guarantee MASON'S WHITE DRESSING to give satisfaction. It is the dressing that makes a white shoe REAL WHITE instead of GRAY. Try it."

**This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants**



## This Bill Would Prevent Grocers and General Storekeepers from Selling Simple Drugs and Household Medicines

**House Bill No. 527, Introduced by Pharmaceutical Interests, Makes it a Criminal Offense to Sell Drugs, Medicines or Poisons Except in Licensed Pharmacy. Food Bill Hearing and Other Legislative Notes.**

Special Correspondence of "Grocery World and General Merchant."

Harrisburg, Pa., April 11, 1913.

A bill which will affect every grocer and general storekeeper selling drugs and medicines, particularly the country stores, is House Bill No. 527, which is now in the hands of the Health and Sanitation Committee. The bill is entitled "An Act to Regulate the Practice of Pharmacy and Sale of Poisons and Drugs," etc. After defining a pharmacy as a drug store in charge of a licensed druggist, it provides:—

Section 18. That hereafter it shall be unlawful to sell drugs, medicines or poisons at retail, or to compound physicians' prescriptions, or to conduct a pharmacy or a licensed store, within the meaning of this Act of Assembly, or to act as a pharmacist or assistant pharmacist except in compliance with the provisions of this Act of Assembly; provided, however, that nothing in this Act of Assembly shall be so construed as to interfere with students of pharmacy or other employees in a pharmacy from performing such duties as may be assigned to them by and under the supervision of a pharmacist or assistant pharmacist, providing that the compounding of physicians' prescriptions or the dispensing and selling of poisons at retail shall not be permitted except under the strict supervision and in the presence of a pharmacist or assistant pharmacist.

The word "drug" is defined as follows:—

(c) That the term "drug," as used in this Act of Assembly, shall include all medicines and preparations recognized in the United States Pharmacopoeia, the National Formulary or the American Homeopathic Pharmacopoeia for internal or external use, and any other substance or mixture of substances intended to be used for the cure, mitigation or prevention of disease of either man or other animals.

The sub-committee of the Senate Committee on Health and Sanitation gave a hearing to representatives of the Philadelphia Grocers' and Importers' Exchange last Tuesday morning on the general food bill. The bill came up in the Senate on second reading and was re-committed to a sub-committee of the Health and Sanitation Commit-

tee. Two members of the sub-committee are said to favor the bill as amended, and one to oppose it. The Grocers' and Importers' Exchange is trying to have the bill contain, when it passes, clauses permitting benzoate of soda, sulphur dioxide, a guarantee which will protect jobbers, and so on. It is as certain as anything can be that some food bill will pass at this session.

The bill reproduced in this correspondence last week, requiring all food inspectors to leave a part of all samples with the merchants from whom taken, has been reported to the House by the Committee on Health and Sanitation, with a favorable recommendation.

The Senate Committee on Health and Sanitation gave a hearing last Tuesday to the opponents of the cold storage food bill, the text of which has been printed in these letters. The hearing was had before a sub-committee of the Health and Sanitation and was participated in by the following representatives of the cold storage interests: A. V. Mason, secretary of the Pittsburgh Butter and Egg Exchange; William D. Edson, Philadelphia; R. A. Hays, Pittsburgh; E. Culver, Pittsburgh; F. H. Field, representing New York wholesale fish dealers; C. C. Curry, Philadelphia; Frank R. Shattuck, Philadelphia; C. J. Freeman, Pittsburgh; C. L. Criss, Pittsburgh; J. J. McDonald, Philadelphia; J. R. Schact and Henry Heinrichs, Jr., Erie, and J. D. Avery, Pittsburgh. All of those are interested either in the butter, egg or fish business or in the cold storage business.

The speakers merely voiced the same arguments which have been made against previous bills, viz., that the time limit set for the various food products was too short, and that the provisions requiring all cold storage products to be labeled were unfair.

The new bill regulating the manufacture of distilled and fermented vinegar, printed in full a week or two ago, came up on third reading in the Senate during the week and failed to receive the necessary vote. Unless revived it is therefore dead.

The bill to compel food inspectors to leave a portion of samples with merchants where they are gotten has come up in the House on first reading. It was laid over without amendment for second reading.

The bill forbidding the sale of rots and spots eggs for any purpose without first denaturing them with coal oil has passed both houses and is now in the Governor's hands.

Senator Catlin, of Luzerne County, introduced on Wednesday a partial modification of the mercantile tax law. It relieves corporations, joint stock associations and limited partnerships who pay a tax on capital stock from having to pay a mercantile tax as well. There appears to be no expectation that the bill will pass.

It looks now as if the bill making it a criminal offense to make false statements for the purpose of obtaining credit, would not pass. The bill has been printed in full in these letters. A hearing was had on the bill before the Senate Judiciary Special Committee on Tuesday and several persons, chiefly representing credit men's associations, spoke in favor of it. One of the committee asked if the bill would not strike at the workman who must get credit at the corner grocer, and who, perhaps, might exaggerate his resources. A representative of the credit men's association said that it would not, and disagreed with Senator Crow's suggestion that perhaps the bill might serve to make the Court of Quarter Sessions a collection agency. No action was taken.

The text of this bill is as follows:

### AN ACT

Making it a misdemeanor to make or use a false statement or statements in writing, for the purpose of obtaining property, money, credit or the extension of credit, and providing penalties for the violation thereof.

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That it shall be unlawful for any person knowingly to make or cause to be made, directly or indirectly or through any agency whatsoever, any false

statement in writing, with intent that it shall be relied upon respecting the financial condition or means, or present ability to pay, of himself or of any other person, firm or corporation in whom he is interested, or for whom he is acting, for the purpose of procuring in any form whatsoever either to himself or to the person, firm or corporation in whom he is interested, or for whom he is acting, either the delivery of property, the payment of cash, the making of a loan or credit, the extension of credit, the discount or sale of an account receivable or the making, acceptance, discount, sale or indorsement of a bill of exchange, promissory note or of any negotiable instrument for the benefit of either himself or of any such person, firm or corporation.

Sec. 2. It shall be unlawful for any person who, knowing that a false statement in writing has been made respecting the financial condition or means or present ability to pay of himself or any person, firm or corporation in whom he is interested, or for whom he is acting, to procure or receive, upon the faith of such false statement, for the benefit either of himself or of any person, firm or corporation in whom he is interested, or for whom he is acting, any property, the payment of cash, the making of a loan or credit, the extension of credit, the discount or sale of an account receivable, or the making, acceptance, discount, sale or indorsement of a bill of exchange, promissory note or of any negotiable instrument.

Sec. 3. It shall be unlawful for any person who, knowing that a statement in writing has been made respecting the financial condition or means or present ability to pay, of himself or of any person, firm or corporation in whom he is interested, or for whom he is acting, to represent subsequently in writing that such statement theretofore made if again made would still be true, when in fact such statement if then made would be false, and to procure upon the strength thereof, for the benefit of himself, or of any person, firm or corporation in whom he is interested, or for whom he is acting, any property, the payment of cash, the making of a loan or credit, the extension of credit, the discount or sale of an account receivable or the making, acceptance, discount, sale or indorsement of a bill of exchange, promissory note or of any negotiable instrument.

Sec. 4. Any person violating any of the provisions of this act shall be guilty of a misdemeanor, and shall, upon conviction thereof, be sentenced to pay a fine not exceeding \$1,000, or to undergo imprisonment not exceeding one year, or both, at the discretion of the court.

Sec. 5. All acts or parts of acts in so far as they are inconsistent herewith are hereby repealed.

R. C.



**Tell Your Trade  
MAPLEINE**

**Suits the Fastidious**  
It's different, dainty, delicate.

Used like lemon or vanilla in Cakes, Icings, Ice Cream, Candies and Desserts and for Table Syrup. Order from your jobber Frank A. Smith & Co. 105 S. Front St., Philadelphia, Pa.

**Crescent Mfg. Co.**  
Seattle, Wash.



# The Quality Cash Wholesale Grocery Warehouse

Nos. 1211-13-15 NORTH SECOND STREET, PHILADELPHIA, PA.

**RED ALASKA SALMON**—The finest 1.52½, 5-case lots, \$1.50

**FIVE-CENT SPICES**—In sifting top cans, absolutely pure, four dozen boxes, 42c per dozen.

**PILLSBURY FLOUR**—Special low price. Quotations will be made you by return mail on receipt of your inquiry.

A good, low-priced **OOLONG TEA**—Half chests, good leaf, good drink, 11½c less 3 per cent. Will put this tea for quality against the average Teas selling at 15c.

**CRUSHED CORN**—All grades, ranging in price from 55c to 87½c per dozen for fancy quality. The low-priced Corn represents a loss to the packer, it is below the cost of production. One lot of corn we have at 57½c has given very good satisfaction, some of the trade having ordered five lots. Have also sold the same brand by carload. Will ship you case as sample.

**GOOD STANDARD COLD-PACKED TOMATOES**, 83c per dozen. Deliveries to any shipping station in this city.

Send cash with order or reference and goods will be shipped and you can mail check after you have received goods. The business of prompt paying trade solicited

## WILLIAM C. YOUNG



## Waste No More Time Nor Trade

Nobody can find any better butter than **Gurnse**, and hunting for butter as good will cost you time and money—and may cost you trade.

Why not stock **Gurnse** now and get the benefit of the strongest and most sweeping guarantee ever given for butter? The only money-back guarantee of quality ever given for butter, so far as we know.

**Gurnse** butter is the finest dairy butter made and runs absolutely uniform from one year to another. Wrapped in brine-dipped parchment and sealed in cartons.

Packed in 20, 30 and 50-pound boxes—pounds and half pounds—43 cents  
Prices subject to market changes.

**P. F. BROWN & CO.** 39-41-43 SOUTH FRONT STREET  
PHILADELPHIA, PA.

## Stop Pay Day Arguments

It costs money to show a customer that his account has been properly kept. Pay days and Saturdays are your busiest days, and these are the times your customers settle their accounts and occasionally question the correctness of statements.

With Only One Writing **The McCaskey SYSTEM** The End of Drudgery

prevent all arguments, because every customer has the same record as you and in the same handwriting. *Every customer always knows what he owes.*

The McCaskey System cuts out useless bookkeeping. It does with *one writing* what other methods require from three to five writings to accomplish.

It prevents forgetting to charge and in this way alone *earns hundreds of dollars for you each year.*

It prevents mistakes in keeping accounts.

It improves collections.



It stops overbuying and prevents overselling.

It will prove your loss in case of fire.

A hundred thousand merchants are using The McCaskey System. *Let us show you in figures based on your business, what The McCaskey System will do for you.*

Mrs. C. L. DeGroff, Oberlin, Ohio  
L. Suess, McCook, Neb.

Office of  
**C. L. DeGROFF & CO.**  
Dealers in  
General Merchandise  
McCook, Neb.

McCaskey Register Co.

We have used a 700 account McCaskey Register for about three years and like it very much better than our old system of daybook and ledger. The up-to-the-minute posting feature is important to us, as our credit business is mostly with railroad employees who come in on pay day or two or three days later. Under the old system it was impossible to have the books posted on pay day and the two or three days following, which caused disputes and confusion. We sell dry goods, clothing, shoes, groceries, ladies' clothing and millinery. All departments served from the balcony where our office and The McCaskey are located.

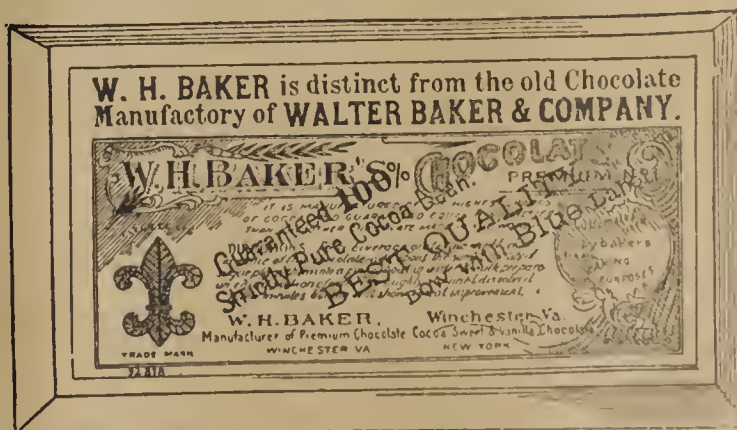
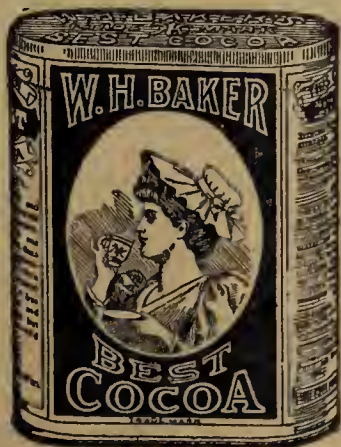
**C. L. DeGROFF & CO.,**  
L. Suess, Pres.

**The McCaskey Register Co., Alliance, Ohio**

BRANCHES:—New York, Chicago, Boston, Washington, Pittsburgh, Memphis, Atlanta, Kansas City, San Francisco, Seattle; Dominion Register Company, Ltd., Toronto, Canada; Manchester, England.

*The Largest Manufacturers of Carbon Coated Salesbooks in the World*

## W. H. BAKER, WINCHESTER, VA.



## Chocolate and Cocoa Preparations

United States Serial No. 5257  
Guaranteed Under the Food and Drugs Act, June 30, 1906

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



# THE GROCERY MARKETS

## Tea.

The tea market shows no change for the week, the demand still being quiet and for wants only, and prices about steady.

## Coffee

The coffee market is exceedingly soggy and soft. Values of Rio and Santos have taken another slump during the week, probably as much as  $\frac{1}{2}$  cent per pound. Milds have also suffered in sympathy. The market seems to be sagging by its own weight, but there is believed to be a speculative cause behind which may put it back again almost as readily as it declined. The demand for coffee is small owing to general distrust of conditions. Java and Mocha are unchanged and quiet.

## Sugar.

The sugar market is unchanged for the week, but is unquestionably weak rather than strong. The receipts of raw sugar are heavy, but refiners are not buying, and the prospective reduction in the tariff adds to the general weakness. Refined sugar is unchanged and probably will not decline again as refiners are already working on very narrow margin.

Late in the week the raw sugar market weakened considerably and refiners declined the price of refined ten to fifteen points.

## Syrup and Molasses.

Glucose has advanced 5 points during the week, but syrup remains unchanged and dull. Sugar syrup is quiet and unchanged, and molasses also.

## Fish.

The demand for mackerel, as usual at this time of the year, is light, with prices ruling weak. Salmon is about the same as last week. Cod, hake and haddock still quiet and steady. Domestic sardines are showing some life and appear to be in better demand. Imported sardines are scarce and firm.

## Canned Goods.

Tomatoes are much weaker, due probably to the lack of demand; trading is exceedingly dull, and here and there packers are selling at  $2\frac{1}{2}$  cents off. Future tomatoes

are unchanged and dull. Spot corn is exceedingly cheap, Southern corn being offered in some cases as low as 45 cents in a large way delivered. It probably cost several cents more to pack last summer. Future corn is dull and unchanged. It is certain that there will be a heavy carry over. Spot and future peas are unchanged and quiet, although future peas are stronger owing to injury of crop prospects by storms and high winds. Apples are unchanged and dull; California canned goods moderately active at ruling prices; small Eastern staple canned goods quiet and unchanged.

## Dried Fruits.

Prunes are dull and rule at unchanged prices. Peaches and apricots fairly active at unchanged prices. Raisins strong and advancing on the coast, but unchanged and dull in Eastern markets. Currants and other dried fruits dull at ruling figures.

## Beans and Peas.

Domestic pea beans and marrows are both unchanged and in moderate request. California limas unchanged and in light demand. Green and Scotch peas dull and unchanged.

## Butter.

The receipts of butter of all grades clean up every day, and the market is firm at an advance of 1 cent per pound. The high prices and the consequently affected demand make the market very sensitive, and every slight increase or decrease in the supply has and will for some time have an immediate effect on prices. Present conditions will probably continue for at least a month until the make substantially increases.

## Eggs.

The egg market is firm at 1 cent per dozen advance. Receipts clean up on arrival and a good part of the supply is going into cold storage. The quality of the eggs now arriving is the best of the year, and the market is probably established on about the present basis for the balance of the month.

## Cheese.

The consumptive demand for cheese shows some increase, and the market is steady and unchanged. No radical change seems

in sight, as new cheese will not be available until the middle of May.

## Provisions.

Everything in smoked meats is firm and unchanged, with a consumptive demand that shows some increase as spring approaches. The market is firm. Both pure and compound lard are unchanged and firm, with a good consumptive demand. Barreled pork, dried beef and canned meats are active and unchanged.

## INDIVIDUAL MARKET REPORTS.

### Evaporated Apples, Etc.

Trading in evaporated apples locally continues to be at almost a complete standstill. Speculators appear to be pretty well filled up and are waiting to see how the blossoms turns out next month before going in any further. Offerings to sell are very scarce, the holders not weakening to any extent by the lack of demand.

Prime quality in 50-pound boxes is quotable at  $4\frac{7}{8}$  to  $5\frac{1}{4}$  cents in carload lots, with cartons  $\frac{1}{2}$  cent per pound higher. Choice  $5\frac{3}{4}$  to 6 cents; fancy 7 to  $7\frac{1}{2}$  cents. Some business is being booked for 1913 crop October-November shipment at  $6\frac{3}{8}$  cents f. o. b. for prime.

Raspberries hold steady. Good stock is quotable at  $14\frac{1}{2}$  to 15 cents.

C. C. HALL.

Rochester, N. Y.

### Rice.

In spite of contrary conditions in many other staples of interest to the grocery economy, the movement in rice holds to former volume, and is in reality ahead of the ordinary seasonable limit. The demand can hardly be called uniform. The recent terrible floods in the Middle West, and strikes in other directions, have reduced the demand and have modified the situation in some quarters, and brought other sections to a nominal standstill, but these may be termed merely incidental or conservative features, as the general trend of affairs is strong and encouraging.

Advices from the South, along the Atlantic Coast, report still slow. What little planting is being done is progressing in good shape. At New Orleans the market has stiffened decidedly under the influence of the recent purchase of all the Texas holdings, and the demand by the dealers has improved.

In the Interior—Southwest Louisiana, Texas and Arkansas—the mills for the most part have ap-

parently entered into a plan to pool their interests, and this move has undoubtedly improved the general situation, and must naturally tend to stop further ruinous competition. Meanwhile preparations for the new crop are going forward as fast as good weather permits. Under the influence of the good prices obtained by the Growers' Association the present year, the planters are increasing the acreage to a considerable degree, and a bumper crop is expected, far beyond any former year.

Cables and correspondence from abroad note that business in rough rice has been restricted owing to the holidays; "spot cleaned" inactive; "forward Burma" steady.

DAN TALMAGE'S SONS CO.  
New York and New Orleans.

### Standard Canned Goods.

We believe that the Western floods will be much felt in the canned goods world. The survivors must be fed, and amid such havoc and destruction what food is more nourishing, and what can be more quickly rushed to the scene of sad disaster as canned food in its many varieties and forms. Some factory stocks are said to have been destroyed in the floods and we believe that great will be the demand, especially for the staple articles in canned foods, during the period of restoration in the flood devastated districts.

This added to the great effort throughout the country on the part of those interested in canned foods as the result of the campaign of education carried on before, and the culmination of these efforts during Canned Foods Week should bring to the industry a greatly increased movement and demand, and while this will first be felt from the retailer to the jobber, yet as the latter's stocks are depleted the calls will come for their replenishment, and we believe the effect of these two passing events may be greatly felt by the industry.

In spot tomatoes it is becoming more and more realized that desirable stocks are scarce and those possessing same are receiving better demand and better prices, and while some are disposed to use such goods as will barely pass muster in order to compete, yet it is being realized that these off-quality goods must be sold in a class by themselves, and that if merchants want goods of desirable quality, they must pay the price. It is difficult to find such goods under  $82\frac{1}{2}$  to 85 cents for 3s full standard grades, especially in unlabeled lots, with goods of still higher grade, hand packed extra selected and fancy commanding



proportionately higher prices. It looks as if the spring movement had begun, and with the impetus which should be given it by passing events that the time of the real spring demand was approaching and the small stocks in first hands will not go far towards filling the active demand.

Regarding future tomatoes, packers are not anxiously seeking acreage and growers who are accustomed to planting an uncontracted acreage will doubtless be retarded by the lack of interest displayed in every community by its packers, all of which it is hoped will tend towards a normal pack rather than a record-breaking pack such as was experienced in 1912, but the high cost of packing precludes conservative packers from seeking business at present prices, as it simply is a question of "swapping dollars." This class feel that it is impossible to book business under 82½ cents per 35 standards in cap cans and these prices do not afford a living wage to the seller—hence the market conditions are on a nominal basis. Sales are few and many are resting on their oars," awaiting further developments.

The corn market remains as previously quoted. The cheaper grades continue to be moved in good sized blocks, showing that much of this grade has gone into consumption and stocks are being replenished. Every wise packer will surely get rid of this undesirable surplus as soon as possible, retail his acreage, cut down his stock, try to pack only the better grades, and assist in every way possible towards a restoration of the corn packing business to a solid and substantial basis.

Fancy and extra grades continue scarce, and those desiring same find themselves compelled to pay full prices.

WILLIAM SILVER & Co., Inc.  
Aberdeen, Md.

#### Imported Fish Specialties.

Herring business is practically at a standstill, and the trade is buying merely from hand-to-mouth, as the season is drawing to a close.

Imported Sardines.—The situation is absolutely unchanged. The demand continues very good. The French sardines are scarce. Very few are to be had. The Portuguese are very scarce, especially the boneless, but fishing is expected to be resumed very shortly, so that we may receive new supplies within another month or so. In Norway the fishing will be resumed again about the 15th of next month, and it is to be hoped that the fishing will be good because stocks are pretty well cleared up. The prices for sardines all around are very firm, owing to the scarcity of stocks.

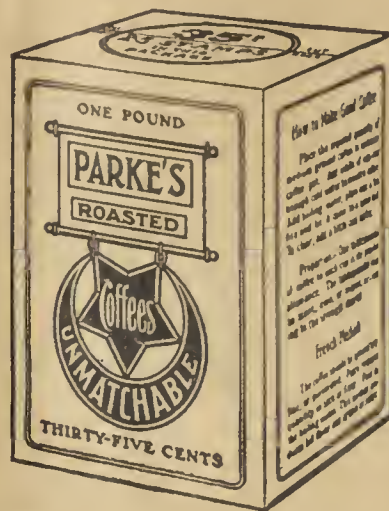
Business in general is quite satisfactory. Orders are coming in very nicely, only they are not very large. It seems that the trade is buying



# PARKE'S UNMATCHABLE COFFEE

Is the best

selling line of Coffee you can handle



Careful blending and roasting gives high cup quality and fine flavor, and our large facilities insure a uniformity that will please your customers and make them keep on buying once you get them started.



The Parke Stamp is packed with Parke's Coffee, Tea, Spices, Baking Powder, Ammonia, Bluing, etc. Tell your customers to save the stamps, because they are redeemable for hundreds of valuable premiums.



## L. H. PARKE COMPANY

232-234 Market Street  
PHILADELPHIA

638-640 Grant Street  
PITTSBURGH, PA.



#### WHAT TO TELL CUSTOMERS

"PARKE'S COFFEES are best value at the price and no matter whether you pay 32c., 35c., 38c. or 40c., I'm sure you'll be pleased. Besides the quality of the coffee the stamps are valuable; don't forget to save them."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



just from hand-to-mouth, and buying more frequently, which is a very satisfactory condition, because most of the goods in our line are very scarce.

STROHMEYER & ARPE CO.  
New York.

#### Spices.

The market is active and exceedingly firm since Monday last after the introduction in the House of the new tariff bill. Spices are on the dutiable list and are assessed as follows:—

Pepper, ginger, cassia, cayenne, nutmegs, 1 cent per pound; allspice,  $\frac{3}{4}$  cent per pound; cloves, 2 cents per pound; sage,  $\frac{1}{2}$  cent per pound; mace, 8 cents per pound.

We believe the duties as assessed will be passed by the House. It is remotely possible that the Senate will decline to accept the rates proposed. We will, in the meantime, see higher prices throughout the list.

Pepper firmer and prices have advanced. Demand exceedingly good.

Red peppers are quiet and only in fair demand. The duty on this spice has been reduced.

Cloves very firm. Prices here are under foreign quotation. The spot stock is exceedingly small and hardly sufficient for the usual demand before arrival of new crop.

Pimento (Allspice) fairly active. Prices slightly firmer.

Mace exceedingly scarce and has advanced. Higher prices probable.

Nutmegs very steady and in fair demand. We believe present prices are safe.

Cassias.—Saigon and China grades unchanged. Batavia is steady and in fair demand. Ceylon cinnamon very scarce and tending upward.

Gingers.—African steady. Cochins quiet. Good grade Jamaicas scarce and firm.

Tapiocas in slow demand at unchanged prices.

Paprika.—Hungarian selling fairly well at unchanged prices; Spanish in good demand. Prices steady.

Seeds, Herbs, Etc.—Canary easier. Under the new tariff act this seed is dutiable at  $\frac{1}{2}$  cent per pound; caraway seed 1 cent per pound; anise, 2 cents per pound. We believe prices on the seeds mentioned are likely to advance. Celery unchanged.

McCORMICK & CO., INC.  
Baltimore, Md.

#### MARKET NOTES.

Florida oranges are very high—\$5.50 per box for the fanciest. The prediction is for a price of \$6.50 before the season is over. The scarcity of California oranges is the main reason, only about 2



You don't need it to sell ARGO STARCH. ARGO STARCH in its neat carton is ready for you to hand out to customers without scooping, weighing, wrapping or tying. This saves time and bother and gives you a profit that is



NET profit because there is no loss from overweight, no cost for labor, bags or time.

ARGO STARCH is *clean, pure and white* and starches clothes a pure *white*. This makes it please the consumer so it sells steadily everywhere. You don't really *want* to bother with selling bulk starch and your customers would much rather buy ARGO STARCH, so you can easily secure increased sales if you keep it well displayed at all times.

## Corn Products Refining Company NEW YORK



#### WHAT TO TELL CUSTOMERS

"If you'll try ARGO STARCH you'll find it very satisfactory; the carton keeps it clean, and so it starches your clothes a pure white."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



rs a day being received instead of to 20.

Florida tomatoes are higher because they are both scarcer and better. Good tomatoes are worth about \$3 per crate. Hotthouse 25 to 30 cents per pound.

Good Florida beans range from .50 to \$3.50 per crate; demand is strong.

Lima beans are scarce; in fact, most out of the market. Good black would bring \$4.

Florida potatoes are cheap compared with last year, largely because new potatoes are so much cheaper. New Florida potatoes are quoted at \$4.50 per barrel, and Bermudas, which are riper, around \$5.00. Last year old potatoes were worth \$1.75 per bushel, this year they are 75 cents.

A few peas are coming from South Carolina, but they are poor. The range is \$1.50 to \$2. Good peas would bring \$3.

Florida eggplants are coming poor, and the price is comparatively low—\$2 to \$2.25.

## ASSOCIATION NEWS

### Southern Wholesale Grocers' Association.

President J. H. McLaurin, of the Southern Wholesale Grocers' Association, which is just now undergoing the second prosecution by the United States Government on account of practices which the Government says are in restraint of trade, has sent the following letter to the members:—

To Southern Wholesale Grocers. Gentlemen:—A telegram just in hand announces that Judge Wm. I. Grubb, of the United States Court for the Northern District of Alabama, has designated Monday, June 16, 1913, as the date upon which he will, sitting at Birmingham, Ala., hear arguments in the matter of the contempt case filed by the United States Government against this organization.

We had hoped that this matter might have been heard earlier, that, thereby, this country might the sooner have witnessed an exhibition of triumph of justice and righteousness, and the rebuke of injustice and iniquity, which we believe will result from the decision of the courts.

This organization, through its methods and activities, has violated or held in contempt no law or decree of either God or man. *Keep that fact in your mind.*

It faces with a clear conscience and unswerving confidence in its integrity, this second attack made upon the rights and integrity of Southern men and Southern mer-

chants, through the efforts of an individual whose appetite for revenge remains yet unsatisfied.

*The present situation is not one of our making.*

As individuals and as an organization we are being persecuted without a cause, but as worthy sons of worthy sires the membership of this organization, to a man, will meet, and are meeting, this issue as only real men know how.

Out of existing conditions are being born every day unmistakable evidences, that this organization is soon to enter, and indeed is now entering, upon a period of development and a career of usefulness and accomplishment to the commercial interests of this country not to have been anticipated ninety days ago.

This organization enjoys the confidence and respect of every manufacturer in the United States.

There cannot be found to-day in the United States a wholesale grocer or a retail grocer who, possessed of a clear knowledge of the work of the organization, and unblinded by self-interests, does not recognize and appreciate the reasonableness and fairness of our every activity.

The Department of Justice of the United States has been accorded by this organization a full opportunity to possess itself of any record or any paper of any nature whatsoever bearing upon our work, and availed themselves of it. Unable, naturally, to discover there even a vestige of material by which to discredit the organization, a drag net in the form of a circular letter signed by the young man who hates us most and who, up to this time has enjoyed the benefits of the powerful machinery of the Department of Justice, has been circulated in every nook and corner of this country, all to the evident end that from somewhere some disgruntled man might be brought in to lend assistance to this effort to discredit the manufacturers and this organization.

The membership of this organization to-day is something over 450.

With the approach of the enemy let it be said to the everlasting glory of a Southern institution and Southern merchants, that only three men laid down their uniforms and retired from the ranks, one from Tennessee and two from North Carolina.

Against the above record of three resignations are to be recorded three applications for membership, one each from Alabama, Arkansas and Georgia.

No, the members of the Southern Wholesale Grocers' Association believe in their institution and they believe in those things for which it stands, and will never be found retiring under the fire of an enemy.

Respectfully yours,

J. H. McLAURIN,  
President.

## THE NEW YORK LETTER

(Continued from page 17.)

cents. Supplies from the West are still coming in uncertainly, the railroads not yet having recovered from the disorganization caused by the floods. The demand is steady, but it is thought that at the advanced prices the out-of-town orders will become smaller. Dealers believe the prices will fluctuate for some time.

The receipts of eggs here this week is lighter than is usual at this time of the year and the trade is beginning to find it difficult to secure enough high grade eggs. The demand for this grade is strong. Very few consignments are being put in storage because of the high price asked by holders. There is some demand for this grade, however, for immediate use. The best grades are now selling at 21 cents, though in some cases buyers have paid a fraction over this to secure choice lots. FRED. A. MCGILL.

## Window Lighting in the Grocery Store

¶ A shop window is a splendid advertisement only when the goods in it are properly displayed and properly illuminated.

¶ The illumination of a shop window is seldom, if ever, right unless the source of light is concealed, and the only illuminant which can be successfully used to obtain this effect is Electricity.

¶ We will design an effective method of lighting your Grocery Store and windows without charge. Consult

**The Philadelphia Electric Company**

TENTH AND CHESTNUT STS.

## Baker's Cocoa and Chocolate Preparations are Standard



Registered,  
U. S. Pat. Off.

being absolutely pure, fulfilling ALL THE REQUIREMENTS of the Pure Food Laws. Grocers assume no risk in handling these goods as the demand for them is constant.

MADE ONLY BY

**Walter Baker & Co. Ltd.**

Established 1780

DORCHESTER, MASS.

## John B. McFetridge & Sons Printers

927 Arch Street

Philadelphia

## PATENTS

and Trade-marks procured promptly and properly in all countries.

**Davis & Davis, Washington, D. C.**

## MANY GROCERS

Find it pays them to read the "good stuff" in

**The Advertising World**  
Columbus, Ohio

Sample free, or four months' trial for 10 cents

These trade-mark cross-cross lines on every package

**GLUTEN FLOUR** DIET FOR DIABETICS

Kidney and Liver Troubles, Rheumatism, Obesity and ills arising from excess of Uric Acid

Rich in Protein. Ask your physician. Leading grocers.

For booklet or sample, write

**FARWELL & RHINES, Watertown, N.Y., U.S.A.**

## Sell Goods That Sell Themselves

The main reason for selling **Wheatena** is that you can sell it so easily. It is different and distinctive, and if you sell it once you can sell it again.

We have done everything to make **Wheatena** the ideal merchandise from your standpoint. We guarantee it or give the money back, and we make it more carefully than almost any other cereal food made.

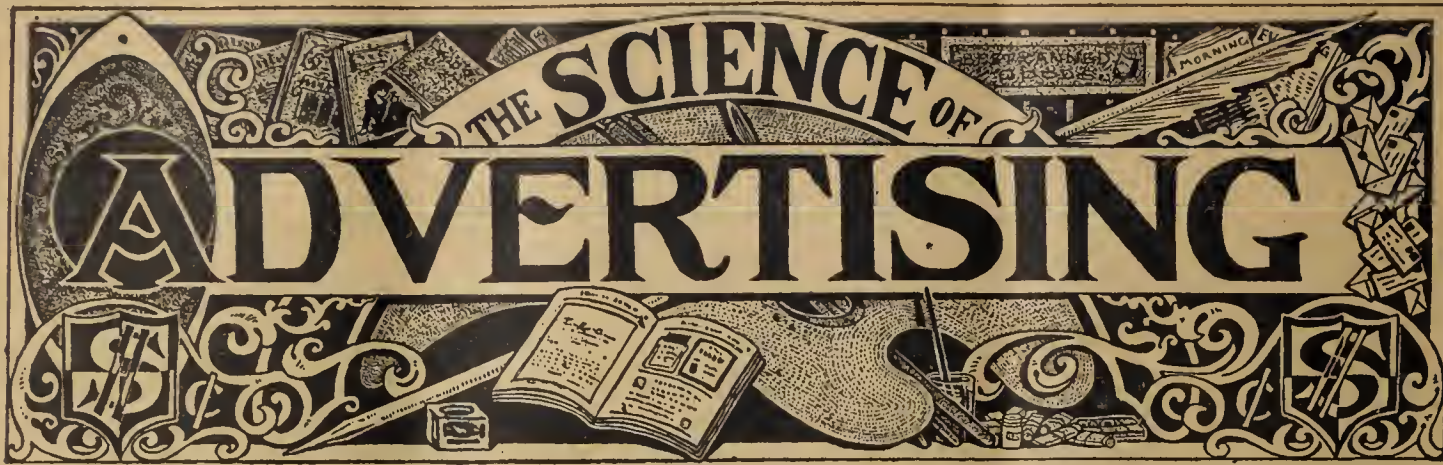
The hearts of selected wheat.

**THE WHEATENA CO., Rahway, N. J.**

Member of the American Specialty Manufacturers' Association







A business card, sent to this department for criticism by a Brooklyn grocer, gives an opportunity to say something about business cards for retail grocers. The card in question measured  $2\frac{3}{4} \times 5\frac{1}{2}$  inches and was printed on both sides. Very poorly printed, I might add. The card was cheap and poor and the printing likewise. Here are both sides of the card, slightly reduced:—

WAKE UP! BUY RIGHT! MONEY TALKS  
GO TO  
**GARRABRANT'S**  
FOR YOUR  
**FINE GROCERIES & DELICATESSEN**  
102 RALPH AVENUE  
Near Jefferson Avenue BROOKLYN, N. Y.  
TELEPHONE 2053-W BUSHWICK  
FINE GOODS (See other side) FULL VALUE

The Best Groceries and Delicatessen, American or  
Imported Sold in the City  
PURE GOODS PROMOTES HARMONY IN THE HOUSEHOLD  
MAKES BABIES FAT AND PREVENTS THE OLD GENTLEMAN  
FROM SCOLDING THE COOK  
Our Rich Creamery Butter or Surprise your  
Palate with our Delightful Coffee at **25c. per lb.**  
"Tickle the Public and make them Grin.  
The more you Tickle, the more you Win"  
Home Made Clam Chowder on Friday

In the course of my experience I have met many grocers who carefully had business cards printed and usually kept them on the counter. My idea has always been that merchants in this line of business had no more use for a business card than they had for roller skates. It isn't advertising, it isn't and doesn't need to be the means of introduction that a business card is supposed to be, and therefore I have personally seen piles of business cards lying around on grocers' counters month after month, without being put to the slightest use, until they got all dirty and fly specked and had to be thrown away. I actually heard one grocer several years ago seriously con-

tend that advertising didn't pay because he was unable to trace any results from a business card of this character! The average grocer no doubt knows better than to expect results from such things, but all of them have a lurking idea that they are going to benefit in some way, or they wouldn't spend the money to have them printed.

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My idea that the grocers' adver-

tisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

### CORRESPONDENCE.

#### Figuring Freight Bills.

Berwick, Pa., April 4, 1913.  
To the Editor.

Dear Sir:—Please advise me if you think freight bills should be figured as expenses of doing business or on cost of goods.

Thanking you in advance, I remain,  
Yours respectfully,  
FLOYD KLINETOB.

An approved way to handle this matter is to have an expense account called "Freight," into which all items of freight are charged, and then at the end of the year to charge the whole account against profit and loss as an expense of doing business. It is hardly practicable to charge each item of freight against the goods shipped, as it would involve unnecessary trouble.

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#### Reflecting on Pittsburgh Commission Merchants.

Paterson, N. J., April 9, 1913.  
To the Editor.

Dear Sir:—With regard to the proposed Pennsylvania law to issue licenses to commission merchants and bond them, I have a farm in Sanford, Fla., on which I raise celery. At the time of marketing the last crop, a local Florida shipper had offered me \$1.25 to \$1.50 per crate in the field. At this price I would have received \$2,875 for my crop.

A leading Pittsburgh commission merchant's representative came to me and told me: "You're a fool, Mr. Valeille, to sell so cheap. You have the best crop in the district. We'll guarantee you \$2.25 for the first two cars and \$2 for the third. It is extra early and fine goods."

I was fool enough to be induced by his promises to throw over the local shipper, and without making

a written contract. After I delivered the first two carloads they had me, for if I had complained of the returns they would have robbed me anyway and not have taken the rest. On the same quality and pack they kept returning less and less, under the pretext that the celery was "short stalks, badly blighted, very undesirable stock and hard to sell at any price." They returned less than 50 cents a crate on some of it. My total return for the crop was \$1,606.19.

Respectfully,  
EMILE A. VALEILLE.

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#### Chain Stores, Etc.

Louisville, Ky., April 1, 1913.  
To the Editor.

Dear Sir:—We are advised that the retail grocers in several cities have organized collective buying companies so as to get co-operatively the benefit of purchasing in larger quantities, as for instance the Girard Grocery Company of Philadelphia.

Can you give us the titles and addresses of similar buying companies organized by retail grocers in other cities?

Can you also give us the titles and addresses of ten of the most prominent companies in different cities operating chain retail grocery stores like James Butler, Inc., New York? The information you can give us along these lines will be fully appreciated.

Thanking you in anticipation of your courtesy, I remain,  
Very sincerely,

NAT. T. FRAME,  
Louisville Commercial Club.

There are not very many co-operative buying organizations outside of the East. There are several in Pennsylvania, the names of which you can get by writing Mr. A. M. Howes, secretary Pennsylvania Retail Merchants' Association, Lincoln Building, Erie, Pa. There are also a number in New York, and these names can be had from Mr. Charles Thorpe, 47 Watts street, New York City. A. B. Banghart is the president of a large concern of this kind in Baltimore.

We give you the following names of large chain-store concerns: Acme Tea Co., Robinson & Crawford, James Bell Co., William Butler Co., Dunlap Co., all of Philadelphia; Childs Grocery Co., Camden, N. J.; Kroeger Grocery and Baking Co., Cincinnati, Ohio; Thomas Roulston & Sons, Brooklyn, N. Y.; J. T. Connor Co., Boston; Michael O'Keefe, Boston, Mass.; Atlantic and Pacific Tea Co., Jersey City, N. J.; Andrew Davies, New York City, and the Mohican Tea Co., New York City.

tising appropriation should be spent in different ways—ways that would at least have a chance, conditions being right, to get results. I don't believe that a business card can get results, direct or indirect, under any circumstances. There is only one thing on this card that could be expanded into real advertising, and that is the last line on the reverse side: "Home Made Clam Chowder on Friday." That is decidedly worth advertising, but not on a business card by any means.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original



## AMONG THE TRADE.

An investigation is under way of haddock "bargain" advertised by large central store during the week. Twelve-pound pails were advertised "regularly \$1.50," reduced to considerably less than \$1. In the pail the fish were represented as "Norways," but were really haddock, which are worth much less than Norways. The cost to the advertiser was about 66 cents. It is probable that an action for misleading under the food law may be brought, as well as an action under the new Pennsylvania fraudulent advertising law.

## Pennsylvania News Items.

Dairy and Food Commissioner just gives the following condensed account of the business of the bureau during the time it has been in his charge:—

Samples	Cases		Receipts	Expenditures
Ar An'd	Term't'd			
7,400	664	\$ 55,702.63	\$78,455.88	
8,300	300	64,580.62	69,968.20	
6,200	797	86,594.15	83,700.00	
5,594	667	110,802.95	79,661.65	
8,200	1,029	120,993.48	83,683.15	
7,204	1,049	136,125.49	81,858.55	
42,898	3,506	\$564,829.32	\$476,727.43	



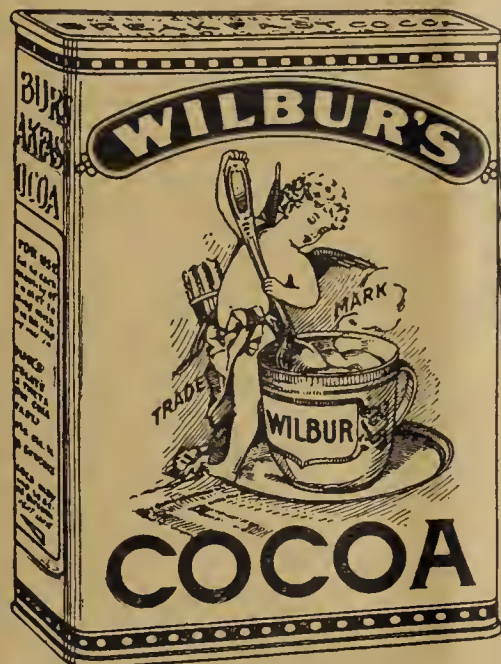
**Try  
This  
On  
Your-  
self**

Which would you rather eat yourself—bulk prunes from a long-opened box, or U-Say Selected Sun-Cured Sanitary Prunes?

Your customer will feel the same. U-Say Prunes are better than average bulk prunes to begin with, and they are infinitely better when they reach the consumer, for the sealed carton keeps them moist, fresh and clean.

Packed in five sizes, retailing at 10, 12, 15, 25 and 50 cents.

**Beh & Herter**  
SALES AGENTS  
140 Franklin Street  
New York



## TRY IT YOURSELF

Make yourself a cup of WILBUR'S COCOA and as soon as you taste it you'll know why it's such a BIG SELLER. It has the FLAVOR because it is made from a skillful blend of the FINEST SELECTED cocoa beans.

There are many grades and kinds of cocoa beans, and the flavor of prepared cocoa depends upon expert knowledge in selecting and blending them. Cocoa that's made from poor quality cocoa beans, even though it may be "pure cocoa," doesn't taste like WILBUR'S COCOA. Your customers will appreciate the fine flavor of WILBUR'S COCOA; they will USE IT MORE OFTEN than they would use an inferior cocoa, so you'll sell more.

Beside the satisfaction to your customers it will pay you to push the sales of WILBUR'S COCOA because it pays you a splendid profit.

**H. O. WILBUR & SONS, Inc.**

PHILADELPHIA



### WHAT TO TELL CUSTOMERS

"Try WILBUR'S COCOA this time. It's not only PURE but it's also the FINEST QUALITY that can be made, and has the most delicious FLAVOR you ever tasted."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s  
Department Food Stores, Dover, N. J.

**Handling a New Customer.**—Want of thought often loses to a store a new customer. Very important it is to find out exactly the kind of tea she has been using, the character of coffee she likes, the grade of butter she has been buying and the cut of meat she prefers. You may guess at it but that won't do. She has decided to try your store for one (or maybe all) of three reasons: Better service, better goods, lower prices. Now then, the first thing to do before you sell a penny's worth is to allow her, if you can do so judiciously, to tell you her experience, her ideas of goods, the prices she has been paying, and so on. Then you've something to work on. But if she's using a renovated butter at 33 or 35 cents and you go to work and put in your "First" at 45 cents, you can imagine the effect this will have when old bills are compared. Of course, the womanly inference in this case would be—"They're charging me 10 cents a pound more for butter than I have been paying. If she's been using a 60-cent Ceylon tea and you send her a 60-cent Formosa, "your tea is rank."

Get a line on her and get her name and address as well in your mind so you can "pronounce" them when she comes again.

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**Importance of Being "Fit."**—Two people suffer directly when you land back of the counter "tired." You and the boss. Especially you. The remedy is *sleep*. No medicine that was ever compounded compares with it. Show me the man that's on the job mornings promptly and that has a spring in his step, and I'll show you an early sleeper. His eye, his action, his cheerfulness, his ambition, his health—all show it. He can work all around a "night owl." He can think twice as fast as the fellow that "punished six schooners last night and had a royal time." He is "fit." And to be "fit" in our business, gentlemen, and get ahead in it you've got to turn in early.

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**Down To Levels.**—Said a manager to a clerk in my presence a few weeks ago, "What do you think of Brown?" Said the clerk, "I think he is an honest fellow and a good worker." Said the manager, "You

are aware, I believe, that he doesn't speak so well of you and many others." The clerk said, "I am well aware of it, but I can't in that habit get *dozen to his level*." What a splendid reply that was and what a lesson it contained. Here was a fellow strong enough to speak out the truth about a man who knocked him at every turn. One of the things that you and I have to fight against is getting down to levels, and some of these levels as you know are pretty fascinating—temporarily. To keep on the high plane, to live up to our own standard of right means stamina. It means the practice of living every inch a man and it means above all peace and a fearlessness that dollars can't buy. Beware of getting down to levels.

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**Be Quick.**—Some men are slow because they want to be. Quickness is a mind sharpener and muscle loosener and the habit looks good. Nobody objects to having business done with energy. But a "slow coach" wears on the nerves of the just and unjust. To be popular, be quick. It isn't that you're clumsy—it isn't that you're too heavy, that you're slow. It's simply because you've got the "habit" and you haven't got the sense to get out of it. It's all right to be deliberate. It's a fine thing to go slow on big things. But not on big bundles. It's a fearful thing to give a woman the fidgets while she expects the car every minute. Be quick—quick to respond, quick to give your computing scale price. Quick to ring

up your check. Live, quick, decisive fellows are in demand. Train yourself to save the time of other people.

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**Know Dried Fruits.**—Take the item of package raisins for instance. Your price is 10 cents. The customer buys them elsewhere for 9 cents. Break yours open in the center and she sees 4-crown fruit. Bright, soft and clean, with no "dries" nor bits of stems. Your "apricots," she says, are "high," but look at the color, the size and the general selection of the fruit.

Your prunes at 12½ cents count 45 to the pound—beautiful fruit. Heavy meat with that smooth, soft, thin skin characteristic of fine cultivation.

The peaches you offer are meaty and healthy looking, very different from the "impoverished" kind sometimes offered at a low price. Make these points and make the sale.

Take pains to account for your price by proving quality. Not only that but by showing that your goods at a little higher price are actually cheaper.

PUSH YOUR OWN BRAND OF

## Peanut Butter

We will pack the best quality under your OWN PRIVATE LABEL in vacuumized glass drinking tumblers; also Mason jars, cans or pails.

**Upham, Miller Co.**

NEW YORK

Manufacturers, Importers and Packers of Food Products of the Finest and Most Exclusive Grocers in America.



## Seasonable Merchandise

We would call your attention to a few lines that sell well at this time of the year; it might pay you to push them; of course, we carry a full stock of most everything in fancy and staple groceries :: ::



**SYRUPS**—Always in season. What is more pleasing than a breakfast sweet, and have you ever sold a more satisfactory Table Syrup than our ROYAL TABLE SYRUP? We might also include our CHALLENGE BRAND SYRUP, both great favorites and becoming more popular all the time. The Syrup market is a trifle higher, but we are in a position to name low prices. Send us your orders.

**CANNED PEAS**—One of the early vegetables and the consumer can hardly wait for the fresh goods. This is the best time to sell Canned Peas. Fancy, Small, Sifted Peas, Cruiser Brand, at \$2.00; Large Sweet Peas, Telephone Variety, Cruiser Brand, at \$1.65; Boyer's Early June Peas, at \$1.25; Mispillion Sifted Early June, at \$1.20; Peerless Early June, at \$1.15; Rivertide Early June, at \$1.05; and Ribbon Peas (fancy soaked), at 75c. Order now.

**ASPARAGUS**—There is always a demand for Canned Asparagus at this time of the year, just before fresh goods come into the market. The California product is hard to beat; Mammoth Green, full stalk, No. 2½ size tins, per dozen, \$2.40; Del Monte Brand Tips, No. 1½, per dozen, \$2.00; Buckskin Tips, No. 1½, per dozen, \$2.05; Peak Tips, No. 1 round cans, per dozen, \$1.25. Add to stock and you will sell it.

**KIRK, FOSTER & CO.**

WHOLESALE  
GROCERS

209

NORTH WATER STREET  
PHILADELPHIA - PENNSYLVANIA



# CONTINENTAL SAFETY EGG CARTON



The only egg carton that will really prevent breakage is the CONTINENTAL SAFETY EGG CARTON, which grips each egg in a cushion-like nest. Old style cartons with square compartments let the eggs rattle around and get cracked, and broken eggs mean loss of profits. The CONTINENTAL SAFETY EGG CARTON is complete in one piece; there are no "fillers" to put in; it even carries its own string and fastener. It is quickly and easily filled and fastened, saving time and string. Use it and be sure of a profit on eggs that will not be cut down by breakage.

250 to the case—packed flat.

Ask your jobber, or write us for FREE sample.

## "There's a Continental Bag for Every Paper Bag Purpose"

Our mills at Rumford, Maine, are the largest paper bag mills in the world. When you purchase CONTINENTAL PAPER BAGS you get the benefit of our enormous facilities for *improving quality*. Let us submit samples.

Write us for sample of our new specially designed Parcel Post package which meets every requirement of the postal authorities for shipping eggs by mail with absolute protection against breakage.



**Continental Paper Bag Co.**  
WHITEHALL BUILDING, NEW YORK





## CCII.—The Legal Status of a Seller Who Makes a Mistake in Estimating the Price of Goods He Agrees to Deliver.

The following letter comes to me through a Southern paper:—

Birmingham, Ala., April 5, 1913.  
Elton J. Buckley, Esq.

Dear Sir:—We are in the midst of a situation, on which we would be glad to have your discussion in your weekly articles on legal phases of business. We hope you will consider the subject of sufficiently general interest to warrant writing something upon it for your general readers. About six months ago we decided to build ourselves a new store building with a warehouse attached. We asked for bids for the building materials and when they were received we awarded the contract to a fairly well-known dealer in lumber and other materials, who, while not so long in business as some of his competitors, has a considerable amount of work and enjoys a good reputation. His bid was about 25 per cent. lower than the others. The work went ahead satisfactorily until it was about three-fourths finished, when this lumber contractor served notice on us that he had made a mistake in his estimate and his price should have been about \$500 more than it was. This would have made his bid next to the lowest bid, instead of the lowest. He refused to deliver the balance of the lumber unless we agreed to pay about \$500 more on the whole job. We declined to do that and went into the open market and bought the rest as we needed it. Altogether we have spent \$625 more for the lumber than he agreed to furnish it to us for. What is our right in the case? Can we collect this money from him, or does the fact that he made a mistake exonerate him? Respectfully yours,

BURDEN & SON.

This is truly an interesting situation, but one that is not so rare as one might think. I have personally met several cases where much the same situation has arisen, and have known of quite a number more. There are also quite a number of similar cases reported in the books.

Occasionally material men do this with deliberate fraudulent intent, but often, I think, it is the result of inexpertness in estimating. The cases are by no means confined to building operations; there are cases involving estimates for groceries, hardware, and even dry goods where the successful bidder has afterward tried to beg off on the ground of mistake.

What ought to be done in such a case is exactly what this corre-

spondent has done: go into the market and buy, as reasonably as possible, the goods which the bidder refuses to deliver. He should first be notified that you intend to do this and that you will hold him responsible for any difference. Afterward suit should be brought against him for the additional sum you have had to pay, which in the case submitted to me is \$625. The bidder will undoubtedly defend on the ground that owing to the mistake, the contract was not a real one, and he should therefore be relieved of it. Whether his defense succeeds, depends on the facts of the given case.

One party to a contract will always be relieved from it when both parties were mistaken as to some important fact when they made it; or where somebody made a mistake in copying or writing it, so that it failed to express the mutual intent; or where the contract has not been carried out, and was hastily made, and enforcing it would mean great injustice to one party.

But along with the above principles, there is another one, equally well established, that is thus expressed in a well known case much like the one cited in the above letter: "Courts of equity will not relieve a party from the consequences of an alleged mistake which is purely the result of his own supine or inexcusable carelessness, where he has, within his own hands, every means to enable him to avoid such a mistake by the exercise of reasonable care; and especially is this so when his application for relief is postponed to a time when it is beyond his power to restore to the other party the situation he occupied before the contract was entered into."

This means that in the average case, where a party agrees to supply certain goods at certain prices and does supply a large part of

them on the basis of the bid, he cannot come in and refuse to complete his contract on the ground that he made a mistake in his estimate.

The case I have quoted from is a Pennsylvania case which would be probably accepted as law in any State, for the reason that the judges, in their decision, went all over the country for authorities, and considered the law as it was generally, rather than in Pennsylvania alone. This takes the case outside of an ordinary State decision. The facts were that a builder submitted to a dealer in lumber and mill work plans and specifications for the lumber and mill work for a building operation. The dealer in turn submitted the detailed lists which he had figured out from the plans, accompanied by a bid. The builder without hastily accepting the bid made certain changes in the lumber and mill work which added considerably to the cost of each house. He submitted these changes to the dealer and asked for another bid. Subsequently the dealer offered to "furnish the entire lot" for a specified sum. This offer was accepted. Deliveries were begun at once and a large portion of the materials had been accepted by the builder and incorporated into the buildings, when the builder was informed by the dealer that a serious blunder had been made in the preparation of the bid, in that the price of the lumber, amounting to between \$3,000 and \$4,000, had been inadvertently omitted. The builder was informed of the mistake, but he stated that he realized that the bid was low, and that was why he had accepted it, but that if a mistake had been made, it was not his concern. The dealer delivered the remainder of the materials without making any further demand on the builder, and after the deliveries

were completed filed a mechanic's lien, in which he charged the market price of the various articles at the time of their delivery. The court decided that the dealer was not entitled to recover more than the contract price for material furnished.

The defaulting bidder here went further in his effort to get relief than the defaulting bidder in the Birmingham case: he tried to get out of his bid in toto, and sued to collect the full market price on the whole contract, as if there had been no bid. The principles governing all such cases, however, were discussed by the court. The following is the core of the decision and it supplies some light, at least, on the Birmingham correspondent's case and on other cases embodying similar facts:—

The bidding firm present a written contract, executed by them with every appearance of deliberation, on the strength of which they delivered to the builder large quantities of material which he intended to buy, not at the market price, but at the competitive price established by the various bidders. After his situation had been so changed that he could not be restored to the position he occupied before his acceptance of the plaintiff's bid, they come into a court of equity. They say that, by their own inexcusable carelessness, continued during a period which afforded ample time for its rectification, with every means of knowledge at their hands, in no way influenced or controlled by any act of the defendant, an injury has resulted to them. They ask that this injury be repaired, not by the rescission of a contract not yet executed, not by the reformation of that contract to make it express what the parties in fact had agreed upon, but by simply striking it down because of its injurious consequences and by substituting for it an obligation of the defendant to pay at market price which, it is clear from the very fact that he sought competitive bids, he never intended to do.

The result of the plaintiff's carelessness may be a financial loss to them, but such results are every day registered in the judgments of courts, the time of which is now largely consumed in ascertaining the liability of those who have been careless towards those who would suffer as a consequence of such carelessness, did not the law require such consequences to be borne by those whose act or neglect produced them.

The court held that the bidder could recover only the amount of his bid, and the same principle of law would have compelled it to hold, had the facts been like those of the Birmingham case, that the bidder would have to pay his customer what the latter had to pay in the open market for the balance of goods not delivered.

(Copyright, April, 1913, by  
Elton J. Buckley.)

Question: R. A. Bates, Cowansque, Pa.—About six years ago I



# Welch's

"The National Drink"

## You Sell the Standard When You Sell Welch's

You also get the benefit of advertising which has already created a demand for your supply. Your store becomes a link in the good-will chain that we have stretched across the country, because of the high quality of Welch's, and by means of our continuous and widespread publicity.

Welch's advertising is cumulative in effect. Its value extends to the dealer and the consumer as well as to the manufacturer.

People want Welch's Grape Juice because they know that it is made from the choicest Concord grapes only. This year we have paid as much as \$10 per ton more than the market price for grapes, thus following our custom of securing the pick of the crop. Our process of manufacture is marked by the most exacting care.

These facts have been and are being widely advertised. You get the benefit of this advertising when you order Welch's. In addition to your old customers we will send new ones to you. There is an ever increasing tendency to "buy Welch's by the case." You will note that our advertising this year urges this business-increaser for you.

To dealers who push Welch's we send attractive and attention-compelling advertising matter. When you are dispensing Welch's, mention the fact when you write to us.

SEND FOR OUR PROPOSITION

**THE WELCH GRAPE JUICE COMPANY**

WESTFIELD, NEW YORK



## THE BOWSER OUTFIT is a big Advertisement for your store

The *clean* grocery store is the one that does the best business, but you can't have a clean store if you sell oil from the old-fashioned tank, dripping oil, spoiling and tainting other goods. Get a

## BOWSER SAFE SELF-MEASURING OIL TANK

and show your customers you are up-to-date; *make money* on oil instead of letting your profits *drip away*. The BOWSER outfit does away with the nasty, oily funnel and measure; when you have to fill an odd measure, such as a lamp or oil stove tank, it shows at a glance how much to charge. The BOWSER gauge shows how much oil is left in your tank. The BOWSER automatic stop cuts off the oil the instant you cease to pump and prevents dripping. You can't afford to be without a BOWSER outfit because you're *losing* enough to pay for it without having the benefit of its cleanliness and convenience. Write at once for our FREE catalogue.

**S. F. BOWSER & CO., Inc., Home Plant and General Offices, Box 2077, FT. WAYNE, IND.**

Branches—ATLANTA, CHICAGO, DALLAS, DENVER, MINNEAPOLIS, NEW YORK, ST. LOUIS, SAN FRANCISCO, TORONTO, ALBANY, HARRISBURG

Patentees and Manufacturers of Standard Self-Measuring, Hand and Power Driven Pumps, Large and Small Tanks, Gasolene and Oil Storage Systems, Self-Registering Pipe Line Measures, Oil Filtration and Circulating Systems, Dry Cleaning Systems, Etc.

ESTABLISHED 1885

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



started in business here. A family here, and strangers to me, started an account in the husband's name. They bought feed for the cows and horses and groceries for the house and clothes for the children, and occasionally they paid money on the account. After about a year I found out that the cows and horses belonged to the wife, also real estate was in her name, but I let the account run along in the same name. Three years ago they sold their cows, rented another farm with cows on and moved to this farm; the husband gave me his note to balance the account. While on this farm they bought feed for these cows and their own horses, also groceries and clothing for the house; after being there a little over a year the wife gave me her note for \$50 on account, with husband as signer; since then the account has kept running and I still have both notes. The husband signed the contracts for the rented farm. A short time ago the husband committed suicide and the wife claims she will not settle his debts. What chance is there for me to collect?

Answer.—This is a much complicated case. Of course the person responsible for your claim is the person who maintained the establishment. It may be that the claim is really two claims, part against the wife for the feed bought for her stock, and the balance against the husband—if he was the head of the house, though the fact that the wife owned the real estate and the stock would indicate the contrary—for the goods sold for family use. If the husband left anything I should separate the claims in this way and present the latter to his executor. If he left nothing I should sue the wife for the whole, on the ground that she must pay for the feed sold for her own stock, and that as she was the real owner of the family property and the head of the house she is liable for the family groceries.

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

## THE STROLLER'S COLUMN



### Now-You've-Got-'Em-and-Now-You-Ain't Customers.

One of my customers was tickling himself to death last week over a new order salesman he had.

"By George, but he can sure get the business!" he said. "He has brought us a lot of customers that never come inside of the store. I don't even know 'em by sight. He just goes around in the morning and gets their orders. That business alone amounts to about a thousand a month."

"Where did you pick him up?" I asked.

"He was at Hard Bros. before he came here," he said, "they didn't treat him right and he made a deal with me. He brought nearly all his trade with him."

"Just like he'll take it with him when you don't treat him right and he makes a deal with somebody else," I said.

"Oh, but I'll treat him right," he answered.

"Sure, but it's whether he thinks so," I said. "If you can't satisfy him, away he goes and his trade with him. I'll be darned if I'd have customers that I never saw. By the way, does he only call on his own customers?"

"No, he calls on the whole order trade—his own and what we had before."

"And of course he'll make as many of your customers his as he can, won't he?"

"Oh, I don't think so," he said.

"All right," I said, "but I wouldn't put myself in such a position as that for a heap of money."

"How can I help it? I might as well have what new trade he can get as long as I can, mightn't I?"

"Sure, but it's better to hold on to it forever than to hold it for a while and lose it when he goes, ain't it? Why he really ain't a salesman for you; he's the owner of an order route of his own, and he simply changes his jobber once in a while. His customers don't care a darn how much he changes his

jobber, so long as their stuff's all right."

"I don't see how I can help that," he said.

"Well, I see. You can get acquainted with the people."

"How?"

"Go round and see 'em once in a while. Ask 'em if everything's all right. Sell 'em something while you're there."

Then I told him of a scheme another customer of mine put over that struck me as all to the good. He had a lot of people that would only give their trade to the order man or telephone it in—wouldn't come to the store once a month. He says to himself, one customer in the store is worth two at the end of a phone, and he got up a special sale of, I think there was four or five things with prices way down. He cut way below cost. I only remember one—it was Ivory soap two cakes for five. He only offered these drives to certain people that he wrote to about it, and they were all people that hardly ever came to the store. To get these things they had to come to the store themselves. No phoning, or sending Maggie—they had to show up themselves. I think he called it something like "Get-Better-Acquainted Sale," or something like that.

When he told me he was going to do this I hooted at it.

"You can't do a thing like that," I said, "the customers who are always coming to the store will sure hear about it and raise merry hen. You'll be in hot water from morning to night."

He thought he could put it over, and by gad, he did. He said he had two little fights, but that was all. You see it couldn't get out very well, for he only sent a letter through the mail to these special people, and there weren't any signs up or anything.

"Well, did it bring 'em?" I asked him.

"You bet it did," he said. "No all, but a good many."

"Did you sell 'em other stuff while you had 'em here?"

"Yes, although we didn't try to," he said. "I didn't want to make 'em feel that I only wanted 'em to come here so I could load 'em up—it was just that I wanted 'em to come here and see us and the store."

"Did they laugh when they saw you?" I asked.

"That's all right," he said, "you ain't so much on beauty yourself."

"No, but think of my stylish shape," I said.

Howsomever, be that as it may, the thing worked. Oh, I forgot on thing I asked him—

"Did that put 'em in the habit of coming to the store?"

"No, it didn't; I didn't think would all at once. I'm going to hold another sale pretty soon, and I'll get some of 'em in the end."

Well, as I said, I told my friend about this. He thought his new salesman might not like it.

"What, not like you're going after your own customers!" I said. "If he don't like it that'll sure prove that he thinks he owns 'em and only loaning 'em to you until he finds a better job. All the more reason why you ought to go after 'em if you can."

It ain't always easy to know just what to do in a case like this, but by the big horn spoon, I'd go as far as I could to get acquainted with everybody I sold goods to, so they'd look on me as the store and not the salesman.

THE STROLLER.

### ECHOES.

Kindly change my address for the "Grocery World and General Merchant" from Lancaster to R. F. No. 6, Lancaster. Am now engaged in the line of general merchandise and need it more than ever.—A. S. Reidenbach.



THERE'S  
MONEY  
IN IT  
FOR  
YOU

# Babbitt's Cleanser

**Pays Good Profits to  
the Grocer**

**Sure to Please His Customers**

BABBITT'S CLEANSER is a fast and steady seller because women find it satisfactory. It will pay you to push its sale because "There's Money in It for You." You can be sure of steady sales at a good profit if you'll keep it always on your shelves where customers can see it.

**B. T. Babbitt, Inc.**  
New York



## SCHICKS ALL STEEL BALING PRESS



**Fire Risk Decreased**  
BY USING A STEEL BALER

The Ideal Baler for Waste Paper  
Rags, Straw, Excelsior, etc.

Makes bale weighing 150 lbs., measuring  
18x20x33". :: Floor space requires 2½'.  
Write for catalog P, prices and discounts

*They are all steel constructed and most powerful press built.  
They are convenient to fill and require least floor space.  
They are the most rapid—only three turns of the handle make compression.  
They are more economical—others require two men; ours, one boy.  
They are an absolute fire protection and reduce your insurance.  
They are cheaper than others when considering quality and efficiency.*

A BALING PRESS PAYS FOR ITSELF IN A SHORT TIME  
**DAVENPORT MFG. COMPANY, Davenport, Iowa**

## It's Easy To Sell Hooton's Cocoa



because our 10c can is the biggest FIRST QUALITY can on the market at that price and you can persuade any customer to try it. Once tried, the Quality makes her a permanent buyer of Hooton's Cocoa at good profit to you. Write for particulars of our generous introductory offer to new dealers.



"REMEMBER HOOTON'S, NEWARK, N.J."

## See This Burlap Bag?



It holds but a pound of Private Estate Coffee and is an exact facsimile of the big burlap bag that comes to you.

You can't imagine a more distinctive package, and it attracts attention wherever shown.

You as a merchant know the selling value of a package like that.

Private Estate Coffee is unique in another way:—it consists largely of Mexican bean, which you don't often see in package goods.

Costs you 28 cents a pound, packed either in the one-pound burlap bags or in one and three-pound tins.

**Private Estate Coffee Company**

Successors to F. A. CAUCHOIS & CO.

21-23-25 FULTON STREET

FULTON MILLS

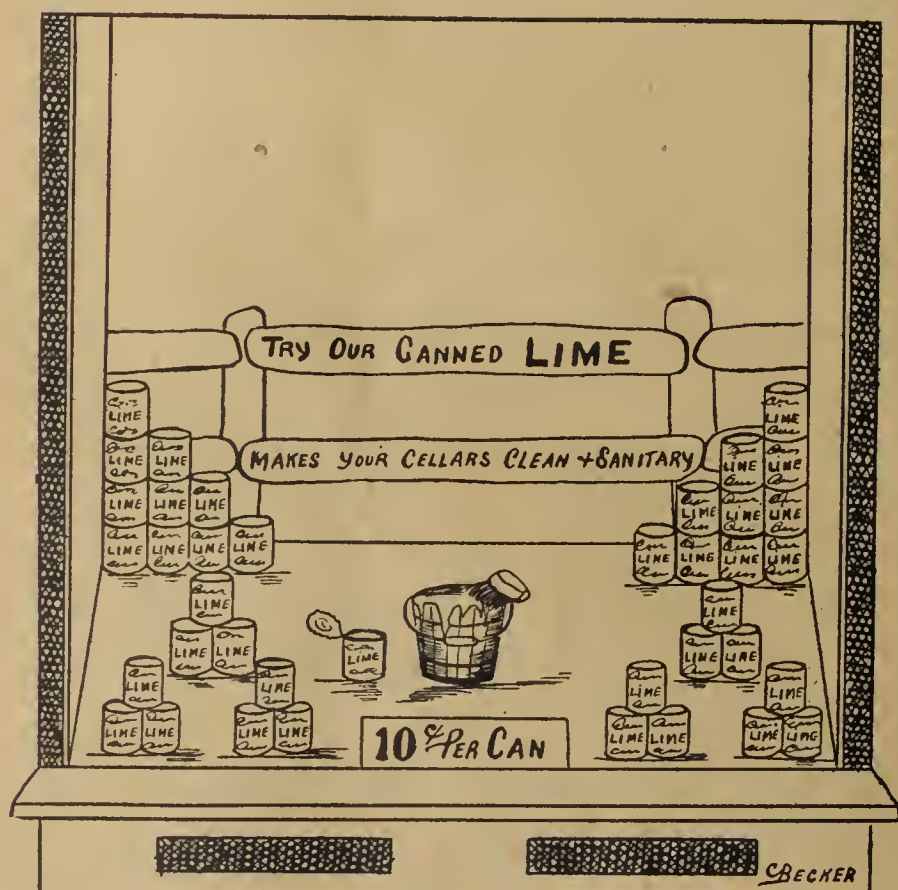
NEW YORK





### Lime Display.

With housecleaning season comes the use of lime for cellars, fences, etc. If you handle canned lime make a window display of it and sell three times as much. To arrange this window, first make a rough fence with a few boards and give it two coats of the whitewash. When dry, letter it in black, as illustrated—stove polish will answer for paint. Cover the bottom of the window with grass green crepe



paper. In the centre, in front, place a neat card with price per can. Back of this, about the centre, place the bucket in which the lime was mixed, rest the brush on the rim of the bucket and place the empty can aside of it. Place pyramids of the lime at each side of the window. Now place the fence at the rear.

### Display of Fresh Vegetables.

New fresh vegetables are coming into the market now. Make a neat window of them after you receive a new supply. To arrange this window use fresh moss, if you can obtain it, and the path is of sand. Along the front, at the left, place heads of lettuce; back of these place bunches of radishes and green onions. At the other side place bunches of beets, carrots and rhubarb along the rear. Some invisible wire fastened to the fence will do to hold the rhubarb in position. I



the path place a chip basket filled with tomatoes, a hoe and a small wheelbarrow, on which place two small burlap bags. Roll them over at the top and display new potatoes. At the rear make a rustic old fence out of saplings. If the window is very small use only a toy wheelbarrow and hoe. Suspend a large, neat sign card, with lettering as illustrated.

### Baling the Store's Waste Paper.

Baling Presses of Steel Construction as Important Part of Store Equipment—Designed for Greater Efficiency.

A waste paper baling press as a part of the money-making equipment of the retail store has long ago demonstrated its value. The modern concentrator of paper scraps is no longer a novelty in the stores of merchants who are acquainted with the capabilities of these machines.

As the "one-lunged" auto has passed, so has the experimental stage in the manufacture of these fixtures long ago

been left behind. Improvement has been in the direction of greater efficiency and as each new model has been perfected, the cost of production has been lessened. With the economy of the fixture demonstrated more pointedly by this lowering of the cost to the merchant and the additional advantages to be offered by greater efficiency of the new models, the novelty feature has disappeared and its practicability as an important piece of store equipment has been demonstrated.

In order to occupy permanently a prominent position in the class of es-

sential store equipment, this fixture, it was quickly realized by prominent manufacturers, must be constructed to give the maximum in service for the amount expended, be as compact as possible, durable to a degree that will minimize or eliminate all cost of maintenance and be practical and easy of operation, so that no special knowledge is required to secure the maximum in results from the fixture so installed. The new steel baling press meets with these requirements.

It has been found that to satisfactorily compress waste paper, empty cartons,

rags, etc., great pressure is necessary to produce solid and compact bales, for among other advantages the matter of less storage room is a factor to be given consideration. Schick's Steel Baling Press is the result of several years of study of the subject, making the saving of waste paper a source of revenue, and facilitating a more exact observance of sanitary requirements. As a part of the modern sanitary store, one operated on the lowest basis of maintenance expense, the steel baling press occupies a popular niche in the list of necessary store equipment.—Adv.



Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

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## United States Supreme Court Makes Radical Decision in Food Law Case Involving Entire Trade and All State Food Laws

**In Case Brought to Decide Whether Karo Syrup Sold in Wisconsin Was Subject to State or Federal Food Law, Court Holds That State Food Law Cannot Apply to Food Products Sent From Outside Direct to Retailers and Remaining in Tin or Carton. Text of Opinion.**

The Supreme Court of the United States has during the past week handed down a decision which will probably revolutionize the relation between State food laws and the Federal food act of 1906. The decision has as yet attracted but little attention, but it is by far the most important decision handed down since the Federal food law passed.

The case was brought to the Supreme Court from the State of Wisconsin, and involved the question whether Karo syrup sold in Wisconsin was subject to the labeling restrictions of the State law or the Federal law. If the latter, it was correctly labeled, if the former, it was misbranded. The Wisconsin law provides that syrup containing more than 75 per cent. of glucose shall be labeled "Glucose Flavored with Refiners' Syrup." The Federal law allows such a syrup to be called "corn syrup with cane flavor," and that is what the Karo sold in Wisconsin was labeled. The Wisconsin food authorities got after it on a misbranding charge and the Corn Products Co. defended, carrying the case even to the United States Supreme Court, on the ground that the Wisconsin law was an interference with interstate commerce, since the syrup had been sold direct to the Wisconsin retailers by Illinois jobbers and remained in the original packages when offered for sale, therefore no State law could touch it and since it was labeled in accordance with the Federal law it was legal from every standpoint. The Wisconsin food authorities answered that it did not remain in the original packages when sold in Wisconsin, that the original package was the box containing twelve half gallon tins, which box was broken and the cans taken out and put upon the grocer's shelf, thus

bringing them within the operation of the State law. The crux of the question was therefore what was the original package. Under all previous decisions it was the box, but the Supreme Court now decides that it was the tin which went to the consumer. This is revolutionary and of the highest importance, for it decides that a State food regulation which differs from the Federal regulation will not be permitted to apply to goods which come in from outside the State, and remain in what the court now decides is the original package. Further comment upon the case appears on the editorial page.

The verbatim opinion of the Supreme Court is as follows:—

SUPREME COURT OF THE UNITED STATES.

Nos. 112 and 113. October Term, 1912.

George McDermott, Plaintiff  
in Error,  
112 vs.  
The State of Wisconsin.  
T. H. Grady, Plaintiff in Error,  
113 vs.  
The State of Wisconsin.

In Error to the Supreme Court of the State of Wisconsin.  
(April 7, 1913.)

Mr. Justice Day delivered the opinion of the court.

The plaintiffs in error, George McDermott and T. H. Grady, were severally convicted in the Circuit Court of Dane County, in the State of Wisconsin, upon complaints made against them by an Assistant Dairy and Food Commissioner of that State for the violation of a statute of Wisconsin relating to the sale of certain articles and for the protection of the public health. The convictions were affirmed by the decision of the Supreme Court of Wisconsin. 143 Wis. 18.

The complaint against McDermott charged that on March 2, 1908, at Oregon, in Dane County, he "did unlawfully have in his possession with intent to sell, and did offer and expose for sale and did sell a certain article, product, compound and mixture composed of more than 75 per cent. of glucose and less than 25 per cent. of cane syrup, said cane syrup being then and there mixed with said glucose, and that the can containing said compound and mixture was then and there unlawfully branded and labeled 'Karo Corn

Syrup' and was then and there further unlawfully branded and labeled '10 per cent. Cane Syrup, 90 per cent. Corn Syrup,' contrary to the statute in such case made and provided." As to Grady, the complaint was similar to that against McDermott, except that the label designated the mixture as "Karo Corn Syrup with Cane Flavor" and added "Corn Syrup, 85 per cent." The statute of Wisconsin for the violation of which plaintiffs in error were convicted is found in Laws of Wisconsin for 1907 at page 646, being chapter 557, and the pertinent parts of it are as follows:—

"Section 1. \* \* \* No person, \* \* \* by himself \* \* \* or agent \* \* \* shall sell, offer or expose for sale or have in his possession with intent to sell any syrup, maple syrup, sugar cane syrup, sugar syrup, refiners' syrup, sorghum syrup or molasses, mixed with glucose, unless the barrel, cask, keg, can, pail or other original container, containing the same be distinctly branded or labeled so as to plainly show the true name of each and all the ingredients composing such mixture, as follows:—

\* \* \* \* \*

"Third. In case such mixture shall contain glucose in a proportion exceeding 75 per cent. by weight, it shall be labeled and sold as 'Glucose flavored with Maple Syrup,' 'Glucose flavored with Sugar Cane Syrup,' \* \* \* 'Glucose flavored with Refiners' Syrup' \* \* \* as the case may be. The labels \* \* \* shall bear the name and address of the manufacturer or dealer. \* \* \* In all mixtures in which glucose is used in the proportion of more than 75 per cent. by weight the name of the syrup or molasses which is mixed with the glucose for flavoring purposes and the words showing that said syrup or molasses is used as a flavoring, as provided in this section, shall be printed on the label of each container of such mixture. \* \* \* The mixture or syrups designated in this section shall have no other designation or brand than herein required that represents or is the name of any article which contains a saccharine substance; \* \* \* nor shall any of the aforesaid glucose, syrups, molasses or mixtures contain any substance injurious to health, nor any other article or substance otherwise prohibited by law in articles of food."

The facts are that the plaintiffs in error were retail merchants in Oregon, Dane County, Wisconsin; that before the filing of the complaints against them each had bought for himself for resale as such merchant from wholesale grocers in Chicago and had received by rail from that city twelve half-gallon tin cans or pails of the articles designated in the complaints, each shipment being made in wooden boxes containing the cans, and that when the goods were received at their stores the respective plaintiffs in error took the cans from the boxes, placed them on the shelves for sale at retail, and destroyed the boxes in which the goods were shipped to them, as was customary in such cases. From their nature, the articles thus canned and offered to be sold, instead of being labeled as they were, if labeled in accordance with the State law, should have been branded with the words "Glucose flavored with Refiners' Syrup," and, as the statute provides that the mixtures or syrups offered for sale shall have upon them no designation or brand which represents or contains the name of a saccharine substance other than that required by the State law, the labels

upon the cans must be removed if the State authority is recognized.

Plaintiffs in error contend that the cans were labeled in accordance with the Food and Drugs Act passed by Congress June 30, 1906 (34 Stat. 768, ch. 3915), and that that fact is evidenced by the decision of the Secretaries of the Treasury, Agricultural and Commerce and Labor made under the claimed authority of that act, which is as follows:—

Washington, D. C., Feb. 13, 1908.

"We have each given careful consideration to the labeling, under the Pure Food Law, of the thick, viscous syrup obtained by the incomplete hydrolysis of the starch of corn, and composed essentially of dextrose, maltose and dextrin. In our opinion it is lawful to label this syrup as corn syrup, and if to the corn syrup there is added a small percentage of refiner's syrup, a product of cane, the mixture in our judgment is not misbranded if labeled 'corn syrup with cane flavor.'

GEORGE B. CORTELYOU,  
Secretary of the Treasury.

JAMES WILSON,  
Secretary of Agriculture.

OSCAR H. STRAUSS,

Secretary of Commerce and Labor."

And it is insisted that the Federal Food and Drugs Act passed under the authority of the Constitution has taken possession of this field of regulation and that the State act is a wrongful interference with the exclusive power of Congress over interstate commerce, in which, it appears, the goods in question were shipped. The case presents, among other questions, the constitutional question whether the State act in permitting the sale of this article only when labeled according to the State law is open to the objection just indicated.

That Congress has ample power in this connection is no longer open to question. That body has the right not only to pass laws which shall regulate legitimate commerce among the States and with foreign nations, but has full power to keep the channels of such commerce free from the transportation of illicit or harmful articles, to make such as are injurious to the public health outlaws of such commerce and to bar them from the facilities and privileges thereof. Congress may itself determine the means appropriate to this purpose, and so long as they do no violence to other provisions of the Constitution, it is itself the judge of the means to be employed in exercising the powers conferred upon it in this respect. *McCulloch v. Maryland*, 4 Wheat. 316, 421; *Lottery Case*, 188 U. S. 321, 355; *Hipolite Egg Co. v. United States*, 220 U. S. 45; *Hoke v. United States*, 227 U. S. 308.

The Food and Drugs Act was passed by Congress, under its authority to exclude from interstate commerce impure and adulterated food and drugs and to prevent the facilities of such commerce being used to enable such articles to be transported throughout the country from their place of manufacture to the people who consume and use them, and it is in the light of the purpose and of the power exerted in its passage by Congress that this act must be considered and construed. *Hipolite Egg Co. v. United States*, supra.

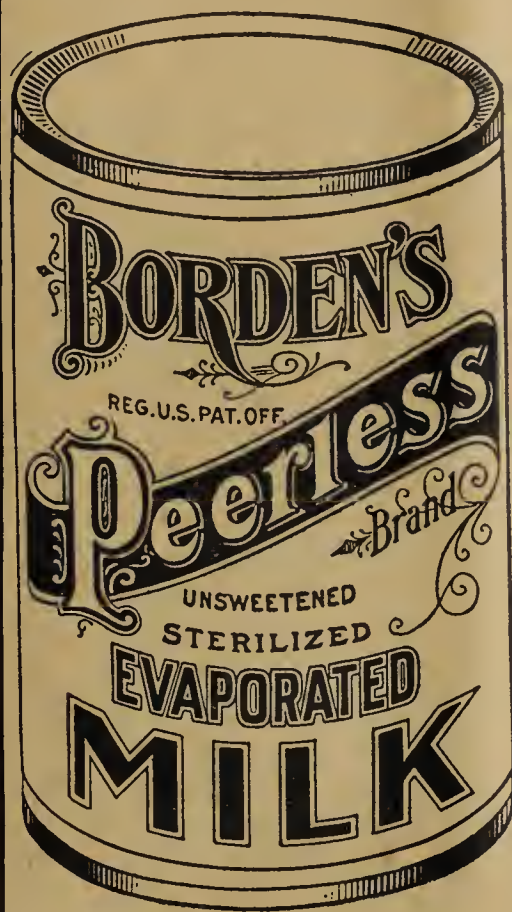
Section 2 of the act provides that "the introduction into any State or Territory or the District of Columbia from any other State or Territory or the District of Columbia \* \* \* of any article of food or drugs which is adulterated or mis-



branded, within the meaning of this Act, is hereby prohibited; and any person who shall ship or deliver for shipment from any State or Territory or the District of Columbia to any other State or Territory or the District of Columbia \* \* \* any such article so adulterated or misbranded within the meaning of this Act, \* \* \* shall be guilty of a misdemeanor, and for such offense shall be fined," etc. The article of food or drugs, the shipment or delivery for shipment in interstate commerce of which is prohibited and punished is such as is adulterated or misbranded within the meaning of the act. What it is to adulterate or misbrand food or drugs within the meaning of the act requires a consideration of its other provisions, wherein such adulteration or misbranding is defined.

According to the terms of Section 7 drugs are "adulterated" where, if they are sold under a name recognized in the United States Pharmacopoeia and differ from the standard of strength therein laid down, the standard of strength, etc., is not plainly stated upon the bottle, box or other container; and food is "adulterated" where it contains an added poisonous or other added deleterious ingredient which may render it injurious, except that, where directions are printed on the covering or the package for the necessary removal of such preservative, the provisions of the act shall apply only when the food is ready for consumption. Turning to Section 8, we find that the term "misbranded," as used in the statute, shall apply to all drugs or articles of food, the package or label of which shall bear any statement, design or device regarding such article, or the ingredients or substances contained therein, which is false or misleading in any particular, and to any food or drug product which is falsely branded as to the State, etc., in which it was manufactured; and in the case of drugs it is provided that, if the contents of the package as originally put up shall have been removed in whole or in part and other contents placed in such package, or, if the package fail to bear a statement on the label as required, the drugs shall be deemed misbranded; and as to food, if it shall be labeled or branded so as to deceive or mislead a purchaser or purport to be a foreign product when not so, or, if the contents of the package as originally put up shall have been removed in whole or in part and other contents placed in such package, or, if the package fail to bear a statement on the label as required, or, if in package form and the contents are stated in terms of weight or measure and they are not plainly and correctly stated on the outside of the package, or, if the package containing it or its label contain any design or device regarding the ingredients or the substances contained therein which are false or misleading in character, the food shall be deemed misbranded. That the word "package," or its equivalent expression, as used by Congress in Sections 7 and 8 in defining what shall constitute adulteration and what shall constitute misbranding within the meaning of the act, clearly refers to the immediate container of the article which is intended for consumption by the public, there can be no question. And it is sufficient, for the decision of these cases, that we consider the extent of the word package as thus used only, and we therefore have no occasion, and do not attempt, to decide what Congress included in the terms "original un-

(Continued on page 18.)



**PURE  
AND  
NATURAL**

## Borden's Peerless Brand Evaporated Milk Is a Steady, Satisfactory Seller at All Seasons

BORDEN'S EVAPORATED MILK will please your customers by its natural milk flavor and rich, smooth creaminess. It is made from pure milk of the highest grade. The Borden process removes nothing from the milk except water, and positively nothing is added. BORDEN'S EVAPORATED MILK is used for just as many purposes as raw milk, and you can be sure of a large and steady sale if you will call your customers' attention to it. Our sterilizing process insures its keeping qualities, and your customers will be pleased with its quality, condition and flavor. Write for sample of our Recipe Book, which we'll mail to customers whose names you send us.

## Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857

NEW YORK



### WHAT TO TELL CUSTOMERS

"We recommend BORDEN'S EVAPORATED MILK because we know it is best and purest. We're making special efforts now to get all our customers using it in preference to others. Let me send Borden's this week."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## Experts Tell What They Think Lower Tariffs Will Do to Prices and Market Conditions

Deemed Certain That Markets Will Be Affected in Most Lines.

All Trade Branches Interested. Effect of Lower Tariff on Flour, Sugar, Beans, Rice and Other Products.

The proposed reductions in the tariff on food staples will vitally affect all branches of the grocery trade, not only because it may permit the increased sale in this country of foreign food products which under high tariff have not been able to come in, but it may also reduce the price of domestic food products whose prices have been high either because of imported and high-priced raw material, or because of lack of foreign competition.

Therefore the "Grocery World and General Merchant" has asked factors well informed on the probable effect of the proposed reductions to give their ideas on the subject and they appear below. The opinions expressed refer to some of the most important staples:—

### Flour.

Schedule G, of the Underwood Tariff Bill, proposes to place a duty of 10 cents per bushel on wheat and admit flour free from those countries which admit American flour free of duty.

This provision is made for the purpose of reducing the price of flour to the consumer. The method of arriving at the result is unscientific, and as at present framed would work a great injustice upon the American miller.

In principle and practice it is removing the duty from a manufactured product and placing it upon the raw material.

The milling industry is the fifth largest in the United States. In 1909 there were 23,652 mills, giving employment to 88,849 persons, who received in wages and salaries \$35,167,693. In Pennsylvania alone there are between 400 and 500 mills, which grind 21,000,000 bushels of wheat.

The mills ask only a fair deal, either the same equal duty on flour and wheat or no duty at all on either. No duty on either or a small equal duty will accomplish the same result without imperiling the future of a great American industry, that in no way nor by any possibility can ever become a combination of trade.

On April 11th, at a meeting of the Millers' National Federation at Chicago, the following resolution was adopted and wired to President Wilson and to the chairman of the Senate Finance Committee and to the chairman of the House Committee on Ways and Means:—

Resolved, That the millers of the United States ask for no tariff protection whatever, but they do claim their right to fair play. They, therefore, urge that if a tariff be placed on

wheat, an equalizing tariff be placed on the products of wheat, and that if the products of wheat be admitted free, wheat be admitted free.

SAMUEL BELL & SONS.  
Philadelphia, Pa.

### Eggs.

We will gladly give you our opinion in this matter for yourself only and not for publication. We believe that reducing the tariff on eggs will be a benefit and would really like to see them on the free list. We don't believe that it will make any material difference in the price, as we do not think that Canada is producing enough eggs, more than she is using herself, to make any particular change in our market.

\* \* \* \*

Philadelphia, Pa.

### Raisins.

In our opinion, the proposed reduction of duty of ½ cent on raisins is not enough to make itself felt either one way or the other.

We do not see how the consumer is going to benefit by so slight a reduction, and the Government will suffer very little loss in revenue.

Certainly there will be no marked effect on the general market conditions of the product.

CAVANNA & Co., INC.  
Philadelphia, Pa.

### Beans.

You ask our opinion as to the probable effect on the price and general market condition of beans, providing the new tariff bill goes into effect with the reduction of 20 cents per bushel.

Of course, generally speaking, the price of beans will be regulated by the old law of supply and demand. If we have a large crop in this country and they have a short crop abroad, the tariff should equalize matters, and importations will not be very heavy. If, on the other hand, we have a normal crop here and they also have a normal crop abroad, the probabilities are that the foreign quotations will be low enough so that they will be able to compete with the domestic stock. If the crop abroad is large enough so that quotations may be made at less than the normal price here, the domestic growers will have to reduce their ideas or carry over goods.

To sum the whole matter up, we would say that under ordinary crop conditions, the price of beans would be reduced 20 cents a bushel.

T. A. JAMES & Co., INC.  
Philadelphia, Pa.

### Rice.

The change in the duty on rice, as proposed in the Underwood schedule, if enacted into a law would have no material effect on prices at the present time. The higher grades of foreign rice are more expensive than they have been for some time past, whereas our domestic stock is on a reasonably low basis. The majority of gro-

cers prefer domestic rice, unless prices reach an abnormally high basis, when Siam and Patna grades are frequently imported heavily.

The greatest danger in the change proposed will be at such times as when the American crop is larger than our home requirements, if the same condition exists with the foreign crops. During the past few years the rice industry has been struggling with a fairly liberal production and ways and means have been devised from season to season whereby a part of each year's crop could be exported, for the sole purpose of relieving the American market and keeping this cereal up to a basis that paid the Southern planter a sufficient margin of profit to warrant his continuing the production of rice. This article, like several other items, which will be affected by the proposed tariff change, needs protection very badly, for our Southern growers have not yet reached the point where they have solved the lower cost of production problem sufficiently to enable them to compete with the far Eastern countries, where labor is naturally much cheaper.

A reduction in the import tax, as proposed, will make practically no difference with the price of rice to consumers. The better grades have been commanding 10 cents per pound at retail for a great many years, and, in our opinion, this price basis will be maintained. The lower grades have always been—more or less—sold according to market conditions, and on a close margin of profit by the cash stores, and during seasons when our domestic crops have been plentiful, consumers have benefitted accordingly. The drawback, in our opinion, that the revised tariff will have, will be to discourage planters during periods of extremely low prices to such an extent that cultivation of rice in this country, should three or four seasons of large crops succeed one another, will be greatly reduced, if not wholly eliminated.

The rice business has given every promise of some day being a big industry, but it is still in its infancy and needs the protecting arm of a fairly liberal import tax.

B. FISCHER & Co.,  
G. E. Diefenthaler, Rice Dept.  
New York, N. Y.

### Fancy Cakes, Etc.

Regarding the possible effect of the contemplated reduction of the duty on fancy cakes from 50 to 25 per cent., while we think such reduction inadvisable and unnecessary, we do not believe it will have any appreciable effect on the prices or general market conditions in this country.

J. S. IVINS' SON.  
H. S. Roberts.  
Philadelphia, Pa.

### Butter.

As we understand it, the tariff reduction is on cream and milk instead of on butter. However, for the moment, I cannot see where, from the consumer's standpoint, as well as from the dealer's standpoint, this can have much effect.

We cannot make enough butter in this country to keep the price within reason. If it were possible to make a law eliminating the killing of calves for the next four years we probably would overcome some of the beef and milk, as well as butter troubles that we experience, and as far as the farmer is concerned, he cannot suffer very much, because only when prices are high will the goods be brought here, and then the quality will not come

in competition with the fine made butter.

Probably Canada will give us some milk and cream, but there was a time when they used to export lots of butter to the other side, but are just now making about enough to supply their own demands, so that we cannot see anything detrimental in it.

P. F. BROWN & Co.  
Philadelphia, Pa.

### Flavoring Extracts, etc.

The following is a list of drugs, spices, seeds, chemicals, etc., which we handle that are affected by the new tariff.

The chances of the duties being confirmed are exceedingly strong. Note the following:—

Oil of lemon ..... 10% Adv.  
Oil of orange ..... 10% Adv.  
Oil of peppermint ..... 25c. per lb.  
Vanilla beans ..... 50c. per lb.

All these are used in the manufacture of flavoring extracts, which will naturally advance same.

Vanillin, 10c. oz., used in manufacture of imitation vanilla flavoring.

Tea: "That the cans, boxes or other containers of tea packed in packages of less than five pounds each, shall be dutiable at the rate chargeable thereon if imported empty."

Opium, \$3 to \$4 per lb., from which laudanum is manufactured. Prices will be higher.

Allspice ..... ¾c. per lb.  
Cassia ..... 1c. per lb.  
Cassia buds ..... 1c. per lb.  
Capsicum ..... 1c. per lb.  
Cinnamon ..... 1c. per lb.  
Cloves ..... 2c. per lb.  
Ginger ..... 1c. per lb.  
Mace ..... 8c. per lb.  
Sage ..... ½c. per lb.  
Ground mustard ..... 6c. per lb.  
Nutmeg ..... 1c. per lb.  
Pepper, black, white and red ..... 1c. per lb.  
Canary seed ..... ½c. per lb.  
Caraway seed ..... 1c. per lb.  
Anise seed ..... 2c. per lb.

McCORMICK & Co.  
Baltimore, Md.

### China and Earthenware.

The rates of duty on china and earthenware recommended by the Ways and Means Committee are as follows:—

China, white, 50 per cent., formerly 55 per cent.; china, decorated, 55 per cent., formerly 60 per cent.; earthenware, white, 35 per cent., formerly 55 per cent.; earthenware, decorated, 40 per cent., formerly 60 per cent.

If these rates should become effective, it would mean a reduction in the laid down cost of china, both white and decorated, of about 2½ per cent., and on earthenware, both white and decorated, of about 10 per cent.

The small difference in the cost of china would make a very slight, if any, reduction in the retail prices, but the difference in the cost of earthenware would reduce the selling prices about 10 per cent., which would no doubt increase the sale of this class of foreign goods.

FISHER, BRUCE & Co.  
Philadelphia, Pa.

### Imported Fish.

We refrain from saying anything in regard to the rates which the new tariff proposes. What will cause importers the greatest trouble will be the administration of this new tariff, if it is passed as proposed. First of all, practically all the rates have been changed from a specific to an ad valorem



asis, and while this is perhaps the right and correct way of taxation, it will cause a lot of trouble to the importers and to the administration. On a great many goods which are imported there are so many grades which only experts can determine that it will be almost impossible to convince the appraisers of the actual value of the goods. While some may import some very fine grades of olive oil or very fine grades of sardines, for which naturally they have to pay a good big price, others will probably import a lower grade of goods, and, naturally, enter them at the price which they paid for the lower grade. When there will be trouble, because the appraisers will be unable to determine themselves as to the difference in quality, as not even experts can tell the exact value of the various grades of olive oil.

Then, again, the new act places the responsibility for acts of foreign shippers on the innocent importers here. Paragraph B of the new bill, if enacted into a law as it stands, will penalize the importers for acts committed by their shippers, over whom they probably cannot possibly exercise any control. In a great many cases we get consignments from practically all over the world of various goods, and we know nothing about these consignments until we receive the documents, and sometimes not even until the goods have arrived. Then we probably get a cable telling us that so and so has shipped us a lot of goods to be sold for his account. We have no control over how he makes out his consular invoice, and we do not know anything about the goods. We do not know what value he has put on them, and if there is anything wrong the innocent importers will be penalized. We certainly hope that the legislation will see the injustice of such a paragraph, and will omit it from the bill.

No matter how this bill may be regarded by any one, we feel that irrespective of the merits of the bill, it will enable us to do a very much larger business in our imported food products than we have done heretofore.

STROHMEYER & ARPE Co.  
G. Porges, Secretary.  
New York, N. Y.

#### Jams, Jellies.

You inquire what changes the proposed reduction of duty will be on comfits and preserved fruits. As far as jams and preserves are concerned, it will mean a reduction averaging about 30 cents per dozen, i. e., if the prices of jams for this coming summer will average the same as prices of the summer of 1912. This means that jams will be retailed at 25 cents per jar of sixteen ounces. This ought to materially increase the demand.

H. KELLOGG & SONS.  
Philadelphia, Pa.

#### Molasses.

You ask my opinion as to the effect that a duty of  $2\frac{1}{4}$  cents per gallon, as proposed under the new tariff bill, against 3 cents per gallon in the present bill, would have upon the price and general market conditions of molasses?

The demand for molasses for grocery purposes, that pays 3 cents per gallon duty, is practically confined to the Eastern States, and, until a few years ago, was getting gradually less. Since the agitation about sulphur dioxide, Barbadoes molasses has come in great favor with that section and parts of New

(Continued on page 14.)

**A soap for every purpose**

We make it easy for you to secure the entire soap trade of all your customers with satisfaction to them and good profit to yourself. First, we make a soap for every purpose; second, each is so superior to ordinary soaps that it will outsell them on merit alone; third, we give your customers high-grade gifts in exchange for our wrappers.

Our gifts are the best kind of advertising, because they keep the sales up. The combination of quality and gifts insures a steady stream of sales that pass through your hands. Don't let your customers buy soap elsewhere to get premiums—start them buying **Pearl Borax Soap** (full pound of hard white soap in each cake; will wash anything from a lace curtain to a blanket); **Young's Scouring Soap** (best for pots and pans); **Pearl Cleanser** (powerful cleanser that doesn't scratch); **Pearl Borax Soap Powder** (real powdered soap); **Cygnet Soap** (fine, white, floating, toilet soap). Every one is so good it makes all the others sell—get *your* customers started.

**CHAS. W. YOUNG & CO.**

Makers of Soaps of Merit

ESTABLISHED 1877

PHILADELPHIA



#### WHAT TO TELL CUSTOMERS

"It will really pay you to buy **YOUNG'S SOAPS, POWDER AND CLEANSER** because of their fine quality and the big, full-weight packages. Save the wrappers, too—they are exchangeable for the finest line of gifts you ever saw."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



# WITH THE EDITOR

No more important decision upon pure food questions has ever been handed down by any court than has just been handed down by the United States Supreme Court in the Wisconsin Karo syrup case. The full text of the opinion appears in another column. It affects every State that has a food law, every manufacturer that ships goods from State to State, and every grocer that sells goods that come to him direct from other States.

The question was this: In the case of package goods going into Wisconsin from Illinois, and offered for sale in a Wisconsin retail store, which law are they subject to, the law of Wisconsin or the Federal law, where the two laws differ? In the Wisconsin case the controversy waged around Karo syrup, which is a syrup consisting of more than 75 per cent. of glucose. The Wisconsin law said it had to be labeled "Glucose Flavored with Refiners' Syrup," while the Federal law said "Corn Syrup with Cane Flavor" was the proper label. Naturally the manufacturers of Karo preferred the Federal idea and resisted the effort of the Wisconsin authorities to make them call their product "Glucose Flavored with Refiners' Syrup."

The test was whether the tins of Karo syrup, when offered at retail sale, were in their original packages and therefore a part of interstate commerce. If they were the Federal law applied, if they were not, the State law applied. Under all previous decisions, tins of Karo on the grocer's shelf would not be considered original packages. The original package would be the package offered for shipment at the starting place, i. e., the box containing the tins, and when the package reached the Wisconsin buyer and the box was removed, the original package was broken and the tins became exclusively subject to the State law.

The Supreme Court now overturns this absolutely. It says that the original package—only, however, under this particular section

of the law—is not the box, but the tin; therefore the original package is not broken when the box is removed, and as long as the tin is kept intact, it is a part of interstate commerce and subject to the Federal law alone.

The way this Karo syrup was sold had something to do with the decision. It was sold to the Wisconsin retailer direct by an Illinois jobber. Had it been first sold to a Wisconsin jobber, and then resold by him to the retailer, a different case would have been presented, and the decision would not have been as it was. What the case decides is this: that where a sale of package goods is made direct by somebody outside the State to a retailer within the State, *any package whatever*—tin can or carton—is an original package and not subject to State law. Therefore any manufacturer who is tired of conforming to different State laws can make himself subject to the Federal law alone by selling the retailer direct. This suggestion is advanced in the following paragraph of a letter issued to the trade during the week by a large New York packer:—

If the State laws and the regulations adopted thereunder are not put in substantial harmony with the Federal laws and regulations, the result will be that the manufacturers will be compelled to make sales direct to the retailers and the jobbers' profits will go to the railroads for L. C. L. rates, and the cost to the retailer (and therefore to the consumer) will be increased; the manufacturers who do not sell to or through jobbers, and those few retailers in every State who can afford to buy in carload lots, will reap all the benefit.

A somewhat heart-rending glimpse into the possibilities under the enforcement of the new bills requiring net weight to appear upon the label, is supplied by the report of a case brought by the United States Government against E. R. Durkee & Co., of New York. This report has just been issued, although the case was brought several months ago.

Durkee & Co. make "Durkee's Salad Dressing and Meat Sauce," which they say on their label contains "16 oz. net weight." Govern-

ment inspectors bought something like ten bottles and found that none contained more than 16 ounces, two contained 16 ounces and the balance contained less than 16 ounces, but none were short as much as an ounce. Two cases were brought against Durkee, on which the combined fines were \$150!

The shortage here was so obviously innocent that one wonders what the fine would have been had the offense been deliberate. No manufacturer is going to put the net weight on his label, *when the law does not require it*, unless he believes it is the correct weight, therefore it is quite clear that Durkee & Co. did not aim to defraud their customers, but at most were careless.

Net weight laws, however, are about the worst things a careless man can fool with.

The letters published elsewhere from authorities on various food products, who tell what they expect the lower tariff to do to prices and

market conditions, will prove generally interesting. In many lines those who express opinions expect decided declines. The writer was born and raised a Republican, believing in the protective tariff principle, but freely admits that the present test of a tariff for revenue only will be a good thing. Maybe we have all been wrong in believing it was necessary to surround the country with a high-priced wall in order that American industries should live. Is it not almost time that we were climbing out of our incubator and taking our chance on the floor? To shut out all competition from foreign manufacturers or producers, on the ground of our confessed inability to meet it, is not very courageous, after all. It is usually contended that the United States can do what anybody else can do, and the chance is that our manufacturers, even if confronted with absolute free trade, would find ways and means to hold their own in the free-for-all competition which would then ensue, rather than withdraw from business. Our position under high tar-

iff has been purely artificial and dependent; we are now about to get out in the open and see if we are as helpless as we thought we were.

The writer expects the reduction in food tariffs to plunge the trade into renewed newspaper controversy over alleged exorbitant prices and profits. Without doubt the manufacturers and distributors in many lines in this country are working now on what they consider too small a margin, and they will appropriate to themselves at least a part of any tariff reduction that comes to them, in order to recoup their past privations. For instance, the proposed reduction in raw sugar is slightly less than one-half cent. The refiners will probably not feel that they can pass all of this along to consumers, because they have not made a cent out of refined sugar for several months. They may pass half of it along, but unless they pass it all, and unless other manufacturers pass *their* tariff reductions along, there will rise a fearful howl that the public is not being given the benefit of the reduction that was made for them. Inevitably this will fall on the head of the grocer, for he is the only man that the consumer knows, and of course the grocer cannot reduce a price any further than it is reduced to him.

Several considerations come to one who contemplates the present canned corn situation. The normal consumption of canned corn in the United States is about 9,000,000 cases. The packs in 1912 and 1911 aggregated 27,000,000, or three years' supply in two. Surplus, 9,000,000 cases. The result has of course been a very heavy market, with prices considerably below the actual cost of production. When the packers started in to pack in 1912 they knew that there was a considerable carry-over, and they know now, as they approach the season of 1913, that there are still huge blocks of corn about which will not move even at the very low prices now put upon them.

This is somewhat of a calamity to the packers and holders of corn,

## The Forthcoming Tariff Reductions.

## The Moral of the Canned Corn Situation.



It is nothing to the calamity that would have ensued under a canned goods dating law. There is considerable 1911 corn on the market which is as good as 1912 or 1913, yet who would buy it if it were the date 1911? It is by no means impossible that a canned goods law such as was recently introduced but killed in New Jersey, would have made it necessary to destroy this 1911 corn and other products that remained unsold more than one year. The chance is that a large percentage of consumers would not be convinced that corn packed two years ago was good to-day, and if these would not buy it what could be done except to destroy it?

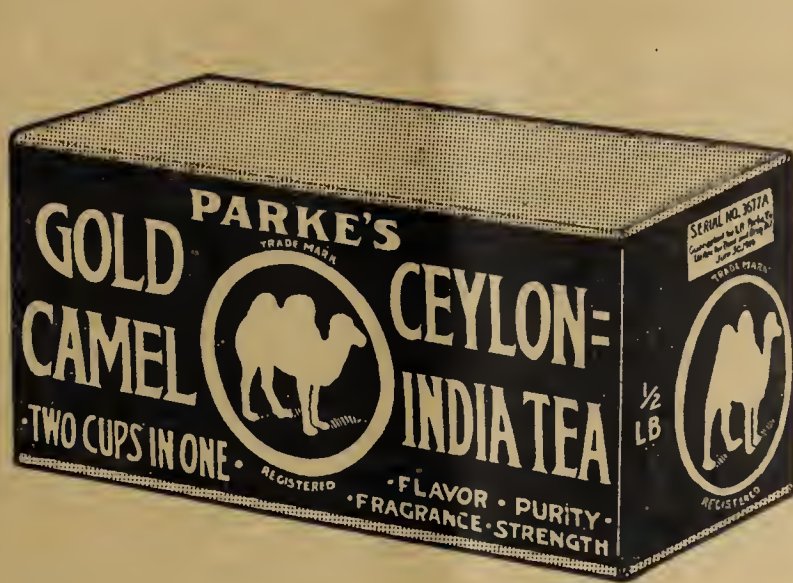
Over-production of corn, or of anything, for that matter, is just as much an evil as under-production. From under-production the consumer is the chief sufferer by reason of high prices, and the producer and distributor secondary sufferers because they haven't goods to sell. From over-production the consumer is an indirect beneficiary, but the producer is dealt a fatal blow. What a good thing it would be if both evils could be prevented and both market and price kept stable. Something like the Brazilian Government did for coffee growers. There was too much coffee grown, just as there is now too much canned corn. The Brazilian Government simply took the surplus off the market and sold it. If our own Government could do the same thing, on the same principle that surplus eggs are stored in spring and held until the winter scarcity, our food markets would be infinitely steadied. Some day this will be done, but not by speculators as now.

It seems a little odd, incidentally, that the corn packers themselves can't have sense enough to pack less when they know there is already a surplus.

Florida oranges are still scarce and high, sales being made at auction during the week at \$6.05. This means about \$6.50 in a jobbing way. The demand is fair.

**ELTON J. BUCKLEY**  
Editor "Grocery World and General Merchant"  
Attorney and Counselor at Law  
643-648 Land Title Building  
Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609  
Keystone, Race 746



This is the Parke stamp—redeemable for hundreds of beautiful premiums. It insures steady sales for you.



## It Will Pay You to Push the Sale of This Tea

PARKE'S GOLD CAMEL CEYLON-INDIA TEA is a very high grade of real Ceylon-India of unusual strength and fragrance. It is sure to please customers who want the best and becomes the leader among package teas wherever introduced. The red, blue and silver package makes a beautiful and conspicuous display on your shelves and sells on sight. PARKE'S GOLD CAMEL MIXED TEA is a popular blend because of its fine flavor and rich amber color. The carton makes it a handy package for you and guarantees its quality and condition. Cut open a package of Parke's Tea and you will see at once how clean it is, vastly superior to ordinary package teas and sure to sell better.

Parke's Stamp line includes Coffee, Tea, Baking Powder, Spices, Ammonia, Bluing, etc., all strong, steady sellers.

## L. H. PARKE COMPANY

232-234 Market Street  
PHILADELPHIA

638-640 Grant Street  
PITTSBURGH, PA.



### WHAT TO TELL CUSTOMERS

"I can sell you either a strong Ceylon-India Tea or a milder mixed Tea and guarantee the flavor, if it's Parke's. When you open this Tea notice how clean it is—no dirt and sticks, but all pure fragrant Tea."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## The New York Letter

**Discussion Over Recently Enacted New Jersey Law. United Fruit Company Under Federal Examination. Renovated Butter Largely Sold as Creamery. New Tariff Changes. American Specialty Manufacturers' Association Talking of Wisconsin Case Decision.**

Special Correspondence of "Grocery World and General Merchant."

New York,

April 17, 1913.

In various lines of trade attention is being called to the important character of a law recently passed by the Legislature of New Jersey. This law seems to uphold the principle of fixed prices most strongly. It also is aimed against unfair practices of various kinds including the appropriation of trade-marks, or doing anything that will injure the value of a trade-mark or the good will of the trade toward manufacturers.

This legislation is said to go further in these directions than any law previously adopted in any other State. The law may be invoked by manufacturers by means of injunction proceedings and suits for damages. Its most important section, defining the practices that are made unlawful, is as follows:

1. It shall be unlawful for any merchant, firm or corporation, for the purpose of attracting trade for other goods, to appropriate for his or their own ends a name, brand, trade-mark, reputation or good will of any maker in whose product said merchant, firm or corporation deals, or to discriminate against the same, by depreciating the value of such products in the public mind, or by misrepresentation as to value or quality, or by price inducement, or by unfair discrimination between buyers, or in any other manner whatsoever, except in cases where said goods do not carry any notice prohibiting such practice, and excepting in case of a receiver's sale, or a sale by a concern going out of business.

\*\*\*

The Federal Grand Jury, it has become definitely known, is making an inquiry into the affairs of the United Fruit Co. The charge is that the company has violated the Sherman law and by trade-stifling methods has obtained more than 80 per cent. of the business of importing fruit from Cuba, Jamaica, Central and South America. The relations of this company, called the fruit trust, with its principal competitor, the Atlantic Fruit Co., are being scrutinized.

Officers and directors of these and other fruit companies have been examined before the Grand

Jury and the proceedings have not yet been brought to a close.

\*\*\*

An answer was filed this week by the Corn Products Refining Co. to the dissolution suit of the Government pending in the Federal District Court. In general, the company denies that it has a monopoly or that it has done anything illegal in restraint of trade or in violation of the Sherman law.

\*\*\*

The attack of the Kellogg Toasted Corn Flake Co. on the free deals is attracting much attention and causing lots of discussion in the trade. The company warns the retailers against the free deal salesman and in doing so says that he is "the best fellow in the world." But the free deal, on whatever form it comes, is declared to be a swindle.

\*\*\*

At the last meeting of the New York Retail Grocers' Association it was brought out that many dealers are selling renovated butter as the best creamery. Those who are doing so are not members of the association, as far as known.

The dealers are to be warned that the practice is against the law and inspectors are now collecting evidence against grocers who sell butter in this way. The law requires that the word "renovated" must be stamped in black letters on each package of that kind of butter. Although it is known that large quantities of renovated butter are sold yet it is rare that such a sign is seen. The penalty for a violation of the law is a fine of \$50.

This is one of the practices that are unfair to the honest grocer who really supplies a high grade of fresh creamery butter to his trade and naturally has to charge more than he would for inferior grades. A lot of stores, including chain stores, always advertise butter at 4 to 5 cents less than the regular grocer has to charge for the best grade. The stores selling cheaper grades so word their signs and advertisements as to give the idea that

their cheap butter is the very best and the same as that for which others charge the higher prices. The result is that many times people suspect their own grocer of overcharging when the difference is in the quality as well as in the price.

Many grocers believe that something should be done to stop the deceptive advertising of cheap butter. Such advertising on the part of certain kinds of stores is most prevalent of course in the periods when butter is really high in price. By using some general words such as "the best creamery" the dealer with an inferior grade of butter causes much harm and annoyance. Even people who do not buy from him see his signs as they pass by and are led to suspect their own grocer of overcharging. This often causes them to chase around and try other stores in an effort to buy butter below the regular price.

\*\*\*

A bill is pending at Albany that will greatly increase the liability of employers for accidents to employees. While it is general, it is of interest to grocers, for if it becomes a law they will have full responsibility for any accidents to their clerks or drivers in the course of their employment. Under the present statutes in this State, the employee takes the ordinary risks of his employment and the employer is liable only if he has been negligent in some way.

Another bill affecting all employers provides for compulsory insurance of employees.

\*\*\*

It is found that in various parts of the city drug stores have taken on some of the appearance of general stores so that they sell teas, coffees, spices, condensed milk and other supplies. The drug stores can sell these articles all day Sunday while the grocer must close his store. It is suggested that the attention of the authorities should be called to this unfair and inconsistent feature of the law.

\*\*\*

Among the manufacturers the discussion of the proposed new tariff continues the great subject of discussion. The views advanced in various quarters differ largely according to the interest represented.

Distributors have not the same acute concern in the matter. Their chief object now is not to get

caught with heavy stocks of any lines of supplies that are likely to go down in price as a result of the tariff changes. For instance, they look ahead with some anxiety to the prospect of having large supplies of sugar on hand to meet the canning situation and then possibly losing something on such stocks by the introduction of cheaper sugar just at that time.

Importers are naturally inclined to view the changes with favor, as a rule, although there are some troubles for them in the proposed changes in the administration of the law.

The retailers as a rule feel that they will sell the supplies whether they are made here or abroad, and that their profits are likely to be about the same whether or not wholesale prices come down after the tariff is cut.

The flour millers are fighting hard against the proposed wheat and flour schedule. They say that it will ruin the milling business of this country, will not really protect the wheat growers and will not give the consumer any cheaper flour.

President John Aspegren, of the New York Produce Exchange, yesterday sent the following telegram to Senator La Follette:—

The millers, representatives of mills and flour merchants, members of the New York Produce Exchange, deeply appreciate your opposition to the discrimination in the proposed tariff bill against American flour millers. Under the operation of this schedule Canada will of course promptly remove the present tax on flour. It is unfair and unscientific to tax Canadian wheat grain 10 cents per bushel and admit Canadian wheat flour free. It will encourage the immediate expansion of Canadian mills, which already are driving Americans out of the West Indian and other markets and will discourage and destroy the immense milling business of this country. It will injure also the American farmer, by restricting his market and reducing his price, while Canadian wheat growers are protected by our tariff. We believe the committee was not correctly informed on the subject or it would not have given its approval to the schedule, which will practically destroy the flour enterprise of this country while it builds up that of Canada and other nations. We count confidently on the success of your effectual influence and arguments against this result.

\*\*\*

A bulletin will be issued tomorrow by the American Specialty Manufacturers' Association giving a digest of the decision and opinion in the so-called Wisconsin glucose or Corn Products case recently decided by the United States Supreme Court.



the officers of the association have that this is one of the most important decisions that have been made down in years affecting products. The Supreme Court held in this case that when a food manufacturer complies with Federal food laws then no State has the power to interfere by its own with his privilege of doing interstate business according to the provisions of the Federal law. At first glance this would seem to relieve the manufacturer of the trouble that has been encountered in recent years as a result of the diversity of State legislation. If a manufacturer has only to comply with one set of regulations, instead of the Federal Government, his difficulties would be greatly lessened.

But the new decision applies only to articles sold in interstate commerce, so that in the commerce within the various States the manufacturer is still obliged to comply with State laws differing in the various States as well as with the Federal regulations.

The question as to what interstate commerce comprises gets attention in the consideration of the subject. The court holds that if a manufacturer sells to jobbers and a jobber in a State sells to the retailers in the same State then the protection on interstate commerce does not follow to the sales from the jobbers to the retailers. The sales by importer or manufacturer direct to the retailers in another State would of course be comprised within the term interstate commerce and so it is surmised that the decision will encourage the sales of manufacturers and importers direct to the retailers.

While the decision is regarded with satisfaction as far as interstate trading is concerned, yet it does not eliminate the troubles caused by the diversity of State legislation in the domestic business of each State and so the manufacturers conclude that it really emphasizes the urgent need of uniformity in such legislation.

#### SUMMARIZED MARKET CONDITIONS.

Sentiment in the spot coffee trade has improved in sympathy with conditions. It is said that the country needs coffee and will come in to buy it if convinced that prices will continue at the present level. The

(Continued from page 15.)

# THERE'S MONEY IN IT FOR YOU



Grocers often lose trade because of butter that is not uniform in quality and flavor; customers are pleased one time and disappointed the next, so they shop around and no one can depend on their trade. PRIZE BUTTER overcomes this trouble; our enormous facilities enable us to guarantee its uniformity of both *quality* and *flavor*. You can recommend PRIZE BUTTER to your customers with confidence; it will please them this week, next week and *always*. This means you can secure a big, steady volume of sales from satisfied customers, in fact, you will do the big butter business of your town if you'll push the sale of PRIZE BUTTER. We pack PRIZE butter in carton, tub or print, and color and salt it to suit your trade. Let us know your requirements.

## P. F. BROWN & CO.

39, 41 and 43 South Front Street

PHILADELPHIA



#### WHAT TO TELL CUSTOMERS

"PRIZE BUTTER is rich, pure butter, made in the finest dairy section of Pennsylvania. We get it fresh daily and can guarantee it in every respect. You'll like its flavor and quality better than any butter you've ever tasted. Try it"

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## Many Grocers Ruined by Ohio Floods

Secretaries of Associations at Columbus, Cincinnati, Hamilton and Dayton Describe Effects of Disaster Upon the Retail Trade. Ruinous to Nearly Two Hundred Dayton Grocers.

Special Correspondence of "Grocery World and General Merchant."

Cleveland, Ohio, April 17, 1913.

The following letters received from grocers' associations in the flooded sections will have a painful interest to the general trade:—

From the Dayton Retail Grocers' Association:—

The flood was fatal to probably between 150 and 175 retail grocers in our city. The loss will be between \$200,000 and \$300,000.

When I heard of the danger I was helping a neighbor of mine get stock out of his cellar. My son came home and told me that we were going to have a flood at our house. Something which I never feared. This was about 9 in the morning, and in less than fifteen minutes my cellar was full. I saved a great deal from my first floor, except all heavy furniture. At 3 A. M. the following day I had nine feet in my house. Every wholesale grocer was caught. The flood zone was about three miles across the city, and the full length, north and south. Everything in the business center was caught. The water was from ten to fifteen feet in all hotels and banks. The loss of life will be over 200. I saw horses by the hundreds, drowned last Sunday,

laying in the streets. I could write a book of the casualties, but whatever you read in the daily papers you can say it must be us, except the loss of life is not so great as the press made it. Thank God, my family got together three days afterwards. To-day was the first time since March 25th that I was in the office.

It is a blessing to our citizens that the National Cash Register was not flooded, as that was made a central station for all purposes, and Mr. J. N. Patterson was the Man of the Hour.

The people are still living from relief stations (I am included), but there is not a want for food up to the present time, but it is getting scarce every day. There will be a number of factories open to-morrow, but there will be no business in the center of the town for ten days yet.

D. A. BARLOW,  
Secretary.

From the Columbus Retail Grocers' Association:—

In regard to the flood situation here in our city, will say that no human tongue can ever describe the awful condition that exists among our West Side grocers. We had at least sixty retail grocers who were under water. Several stores were completely washed away, and all

stocks and fixtures are a total loss. We are doing all we can to help them, but can't do much. What we need most is finance, but as you know, that is a hard thing to get. I have not been able to find out anything in other cities, as we have had too much to look after here.

All that I can say now is that our grocers who were in the flooded district are in destitute circumstances.

JOHN W. TREGO,  
Secretary.

From the Cincinnati and Hamilton Retail Grocers' Association:—

It is simply impossible to give any adequate idea of the conditions. In Hamilton over two-thirds of the groceries are put out of business, many of them being wiped off the map entirely. Am told that the store of John Kreigenhofer, director Ohio Retail Grocers' Association, was entirely destroyed, store, stock and all had simply disappeared.

In many cases the fixtures have been swept out of the stores and are gone. The stock on the shelves in the stores which have escaped destruction are covered with mud, labels are gone and it is impossible to tell what the cans really contain.

Mr. Knowles, of the McCray Co., tells me that in every direction he could see among the rubbish and driftwood, ice boxes, scales and grocery fixtures of every kind. Many of the grocers are simply ruined. Even those where the buildings remained intact will never be able to realize 50 per cent. on their stock. All who have seen conditions in the flood cities say that it is impossible to give any idea of how bad things really are. In Hamilton even the asphalt street

pavements are torn up and great holes, from ten to twenty feet deep, exist on the principal streets.

Every grocer in Hamilton, except a few in the extreme West End of the city, is out of business. No attempt is being made to conduct business of any kind. Hamilton and Dayton are both under martial rule, and all foodstuffs in the city are in the hands of the relief committees, where rich and poor alike have to go for provisions of every kind.

In Cincinnati probably 300 to 400 grocers are temporarily out of business, the stores being from five to twenty feet under water. The actual loss, however, will be small compared with the other cities, as we had ample time here to get foods out of the way of the water.

I have been thinking for the past few days that it would be a good plan if a fund could be raised; do not know just how such a fund could be properly handled so as to apply where actually needed. If a fund could be raised and properly distributed, it would be of great benefit to the poorer members.

C. H. ELLIOTT,  
Secretary.

The Chicago Grocers' and Butchers' Association, at its last meeting, wishing to assist materially in the alleviation of suffering, opened a subscription list for the flood sufferers. In about five minutes the raised \$126. This was added to the following day to \$216.

JOHN A. GREEN,  
Secretary National Retail Grocers' Association.

## EXPERTS TELL WHAT THEY THINK LOWER TARIFFS WILL DO TO PRICES AND MARKET CONDITIONS.

(Continued from page 9.)

York State because it was free of sulphur and also it has a very sweet flavor, so that the demand is so large, with a limited production, that the price the last few years has advanced considerably, and we believe that next season we will see higher prices than this year. Therefore, the proposed reduced duty will have no effect in lowering the price. The above applies to a much less extent to the other grades of foreign molasses that pay a duty, as the difference,  $\frac{3}{4}$  of a cent per gallon, will hardly be considered in reducing price to jobbers or consumers. The fact of the matter is, the selling price will depend on the supply and demand.

FRANK HALPEN.

Philadelphia, Pa.

### Sugar.

The proposed reduction in the duty of raw sugar is 25 per cent. The United States draws the bulk of its requirements from Cuba. The reduction on Cuban sugars, according to the new schedule, will figure about 35 points, the present duty being 1.348, while the new duty figures 1.005 cents, or nominally 1 cent per pound new duty for Cuban sugars. This reduction, however, has been already largely discounted and it is doubtful if refined sugars will sell much lower for some time to come.

The refiners are making entirely too many refined sugars and are carrying very large stocks of both refined as well as raw sugars at this time. Cuba has been making large

quantities of raw sugars and their stocks are now the heaviest in the history of the business.

The trade generally have been carrying very light stocks for some time, owing to the tariff agitation. This, together with the overproduction, has a tendency to force and keep down prices. Porto Rico holders, anticipating a reduction in the tariff, have been offering sugars freely and forcing sales at slight concessions. Cuban holders, in order to make sales, have been compelled to meet competition. This brought the price of Cuban sugars down to or even below the figured cost of production, and under the circumstances, it is doubtful if the reduction in duty can force raw sugars below present prices.

Cuban sugars are sold duty for account of the buyer, while Porto Rican sugars are sold at the landed price in the United States, and the Porto Rican producer receives the full benefit of the duty, whatever it may be. This explains the reason for their anxiety to market their product, so that they will receive the benefit of the present rate of duty, as any reduction in the tariff means just so much loss to the Porto Rican producer.

With better weather conditions approaching and the season of small fruits drawing near, there should be considerable improvement in the demand for refined sugars. Therefore, we do not see any reason why refined sugars should sell lower, while it is just possible that we may have a temporary reaction.

Take raw sugars at 3.33 cents and add, say, 75 points for cost of manufacture, would bring the net price of refined sugars to 4.08 cents, while the selling price to-day is 4.20 cents, less 2 per cent., or 4.12 cents net, so all things considered, re-

finer sugars are not far out of the way.

If the tariff is finally settled on the present proposed basis, it is just possible that holders of raw sugars may be inclined to advance their views slightly and bring the price up to a basis where the landed price at New York would probably reach present figures at least. It would not take much of an advance to do this. It must not be overlooked that refiners have bought a great many sugars at various prices from 3.33 cents to 3.58 cents, duty paid, which have not yet been consumed or even shipped from Cuba and Porto Rico.

It is very hard to make any rash predictions, but taking into consideration that the reduction has been largely discounted and the fact that we must surely have a very much increased consumptive demand from now on, there is really no reason why sugars at present prices are not almost safe enough.

J. H. HUSTON & Co.  
Philadelphia, Pa.

### Soaps.

You ask our opinion as to what effect the reduction on the duty of soap from 20 per cent. to 5 per cent. will have?

In our opinion, so long as they keep soap stock, consisting of oils, grease and rosin, on the free list, lowering the duty will have no serious effect.

FELS & Co.  
Philadelphia, Pa.

### Macaroni.

In reference to contemplated reduction of macaroni from  $1\frac{1}{2}$  to 1 cent a pound duty, we believe this will have a tendency to flood the country with a lot of cheap im-

ported macaroni. As you are probably aware, this is being done at the present time with the  $1\frac{1}{2}$  cent duty, so you can readily understand that the duty reduced to 1 cent a pound, the macaroni industry in the United States would be in a demoralized condition for some time, and no doubt it will be hard for some of us to recover at all unless we adopt the same methods that they use in Europe and cheapen everything wherever possible, including labor.

In our case we are in a peculiar position with the increasing of salaries in the past five years, cost of up-to-date machinery, our plant, which is up to date, kept in a sanitary condition at all times to insure perfection, not figuring the cost of the best grades of farina and eggs, which we purchase to use in the manufacture of our macaroni. We are positive the duty should be at least 2 cents a pound instead of  $1\frac{1}{2}$  cents, to be able to compete with our foreign competitors against cheap labor, long hours and small children employed, which, as you know, the law of this country would not allow, and furthermore, we would not be found guilty of working infants in our factory.

FREIHOFFER BAKING CO.  
William Freihofer, President.  
Philadelphia, Pa.

### Sugar.

As to the effect of the proposed sugar tariff on prices, I will give you the argument I heard in Porto Rico, which appeals to me as reasonable.

Sugar from Porto Rico, of course, pays no duty, and therefore the Porto Rico sugars have had a very material effect in holding the prices down on Cuba. It is claimed,



however, by the Porto Rico producers that they cannot reduce their prices over  $\frac{1}{4}$  cent per pound and come out whole. As the supplies from other countries are not now in excess of the demand, therefore, prices will be reduced only sufficiently to knock out the cane sugar industry in Porto Rico and the beet sugar industry in the West. The saving to the purchaser of sugar will probably figure no more than  $\frac{1}{4}$  cent per pound, which means nothing in the cost of living, and the sacrifice of a big industry for this small saving to the consumer seems unreasonable.

FRANKLIN BAKER, JR.  
Philadelphia, Pa.

## THE NEW YORK LETTER

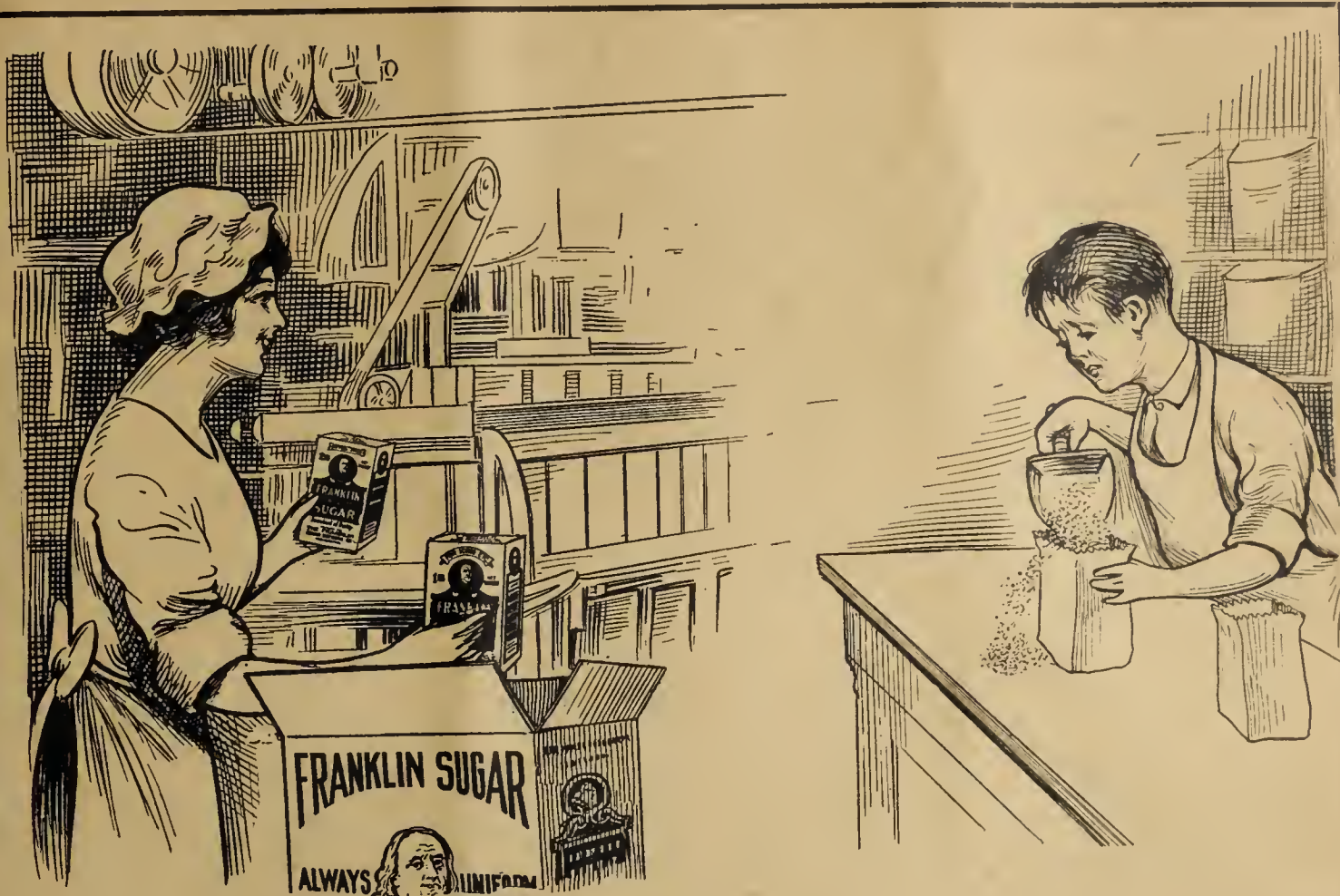
(Continued from page 13.)

Improved sentiment has not as yet, however, led to any noticeable increase in actual buying, but the buyers are hopeful that this will come soon. Mild grades show an improved tone and will probably come more active if Brazils lead the way.

On large lines of teas concessions can be obtained. The trade reports slight inquiry of a jobbing kind concerning the general list of green and black teas. Warehouse stocks are not being pressed for sale. The grades are heavy, however. Distributors are showing little interest in refined sugar for immediate shipment, although the refiners are still quoting the low prices of 3.5 to 4.20 cents for standard unadulterated, the lower quotations being obtained from Warner and well.

In canned tomatoes some weakness has appeared in the stocks on and as the result of the long, dull period and the fact that buyers are not willing to cover their necessities only at prices a little under the regular quotations. Some carloads of No. 3 Marylands have been sold at 77½ cents, but most of the southern packers seem unwilling to sell below 80 cents f. o. b. Such a feeling as there is for current requirements is gradually cleaning up the carry-over stock of canned corn. The finer grades of corn are fairly firm. Peas are a little firmer in tone, especially the finer grades, partly because of weather reports from the West and South. Pot string beans are offered only in limited quantities and are firm. In general, canned vegetables are quiet as far as actual business is concerned.

The demand for California and southern canned fruits of all kinds is light and is of a jobbing character. It is said, however, that the demand is sufficient to clean up the



## Sell FRANKLIN CARTON SUGAR Instead of Bothing with Bags

One of our machines can fill 127 CARTONS with FRANKLIN CARTON SUGAR in the time it takes to fill, fold and tie a paper bag. There are 127 more sensible things to do in a grocery store than put up sugar; it's not only a foolish waste of time, even if the boy does it, but besides the cost of the labor you must also take the cost of the bags and the twine and the loss from overweight out of the slender margin of profit.

FRANKLIN CARTON SUGAR is ready to sell when you get it; it's as handy as cans of tomatoes or bottles of pickles. It's a tight, neat, clean, convenient, sanitary package that will please your customers as much as yourself. The CARTON does not burst on the way to a customer's home and let the sugar get over everything in the basket or box, it does not burst or fall over and spill when customers handle it. Women like its cleanliness; they like the sparkling white purity of the sugar. Once you start them buying it, they will always buy it.

You can buy FRANKLIN CARTON SUGAR in the original CONTAINERS of 24, 48, 60 and 120 lbs.

## THE FRANKLIN SUGAR REFINING COMPANY PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN SUGAR."



### WHAT TO TELL CUSTOMERS

"Here's the finest sugar you can possibly buy—FRANKLIN CARTON SUGAR. In the first place, it's absolutely clean, pure sugar and, in the second place, the sanitary CARTON keeps it clean, to the last grain."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



available supplies before the new crop gets on the market, and so prices are steady.

Flour is selling only in a small way, but the mills seem less inclined than they were to consider low bids. There are still reports, however, of sales being put through at considerable concessions. The New York quotations on Spring wheat patents range from \$4.50 to \$4.75.

Most of the sales of California prunes are in small amount. The demand, such as it is, continues to be chiefly for the larger sizes. For straight carloads of 40s or 50s the brokers have been able to obtain full prices on several sales made during the week. On the spot the 40s bring about 9 cents and 50s about 6¼ cents as the inside price out of store. Raisins have been tending upward. There is little call for currants. Peaches are not in much demand. Apricots are selling in a jobbing way to a moderate extent.

Receipts of butter have increased but trading is active and prices sustained. The best grades of fresh creamery bring from 34½ to 35½ cents. The seconds and thirds range from 34 down to 31 cents. The best grades of State dairy bring from 32 to 35 cents. In process butter the top grades range from 29 to 31½ cents.

Arrivals of eggs are liberal but not excessive for this season. There is only moderate accumulation in cold storage. There is a special demand at this time from the Jewish trade for high grade eggs of large size and clean shells. The market for these grades is firm in tone. There is only a moderate demand for the medium and lower grades which comprise the bulk of the receipts. The high grades of fresh Western eggs range from 18 to 21 cents, with lower grades down all the way to 14 cents. Nearby eggs bring from 19 to 23 cents, according to grading.

FRED. A. MCGILL.

mental proposition of business that that which injures credit and impairs confidence injures all men engaged in trade, and ultimately injures the consumer.

This act will offer adequate protection to the creditors of the seller without burdening unduly the honest merchant who intends to pay his debts. In arriving at a solution of this problem we have to guide us the experience of forty-two States of the Union which have had just such a bulk sales law as this in force for a period of ten years and more.

For these reasons and many others that could be advanced, this act should pass.

Mr. Humes.—Mr. Speaker, I don't think this House cares to consider this bill as a joke entirely, because there are some serious features connected with it. The Act of 1905 is a meritorious act and it may be possible that this act might be amended in order to improve it. We all believe that merchants should be protected as well as the creditors, and I believe that we should undertake to protect the purchasers as well as the merchants. This act goes further and requires that the seller must furnish an itemized inventory and appraisal of the stock of goods and carry with it the ruling wholesale price, and it also goes so far as to make it an offense under the act if that inventory and appraisal is not a true one. Consequently, it will place any merchant in a position that he would have to have an inventory to determine the real wholesale price of every article of merchandise in the store before he sold it. This information he would have to supply to the purchaser. This amendment is not intended to protect creditors, but to protect solely the purchaser. It would impose an unwarranted hardship upon every one concerned and protect in no way any man who buys a large stock of goods. He has a right to buy that stock without an inventory, if he wants to do it, at a stipulated price. It is not material to the creditor under the Act of 1905 and the amount of the consideration in no way concerns the creditor.

Mr. Stein.—Mr. Speaker, I desire to take issue with the Democratic party as represented by its former leader, the gentleman from Crawford, and wish to state that if the gentleman does not display better logic and more interest in the welfare of his party, that the Democrats on this side will depose him and appoint Mr. Gray, of Johnstown, who ought to have the job anyhow. The bill under consideration does not aim to protect any seller, nor does it aim to interfere with the rights of any honest man. You gentlemen will agree with me that we are strong for the honest man, and what this bill aims to do, my friends, is this: We have now here on the statute books the Act of 1905, which prohibits a dishonest merchant from selling out his entire stock to the loss and despair of his creditors. In 1905 this House, with the assistance of the Democratic friends and merchants who desired to be honest, enacted an act which requires notice of any intent of sale. Commerce has not changed in the last five or seven years, and those who still desired to be honest, and were honest then, were anxious to have the act passed. This act places further safeguards around the sale of the wares of merchants, providing that the merchant shall not sell out his entire stock without notice. It further provides that he cannot pledge his stock to any auctioneer or warehouse with-

out similar notice, just the same as if it were personal property, and the law not states that you cannot sell your house without notice, and this bill says that you cannot mortgage your property or your goods or your merchandise without notice. There is nothing unfair or unreasonable about it. Would you not consider it very unfair if a man would sell his real estate and would not notify you if you had an interest in it? and you would also consider it unfair if it would be mortgaged with full value without your knowledge if you were interested in it. The protection that the land owner has on lands, the merchant should have, and is entitled to the same protection. He is entitled to the same protection when he undertakes to sell or mortgage his entire stock. I will assure you gentlemen that you will do what the honest merchants want who desire things to be right, and you will prevent dishonest merchants from accomplishing things they have no right to accomplish in voting in favor of this bill.

There were 89 yeas and 76 nays which is less than the constitution majority.

The hearing on House Bill No. 1,614, which was fathered by the Pennsylvania Retail Merchants' Association and allows the attachment of wages, was poorly attended. At the executive committee were the but Wagner, who is sick in bed. Pittsburgh sent 6, Slatington 1, Bellevue 1, Harrisburg 3, Berwyn 1. The president of the State Federation of Labor spoke against the bill, but those in favor of it were given full hearing. The bill was left with a sub-committee consisting of Representatives Mitchell, Dunn and Letzkus. The association has now offered amendments containing the best features of the New York and Ohio laws which should pull some of the teeth of the opposition.

The bill requiring a part of a sample to be left with merchant where they were obtained has not passed second reading in the House.

The new oleo bill came up for third reading in the House during the week, but on motion its consideration was postponed for the present. The bill reduces the tax of the retail dealer in oleo to \$18, against the present tax of \$10 and there appears to be enough farming strength in the Legislature to keep the bill back.

The bill changing the pharmacy laws so that country stores could not sell simple medicines and household drugs was reported to the House with a favorable recommendation by the Committee on

## New Bulk Law Fails of Passage—What It Was Expected to Do

**Governor Signs New Rots and Spots Egg Law. Bill to Leave Part of Sample With Merchant Passes House Finally. Other Legislative Notes.**

Special Correspondence of "Grocery World and General Merchant."

Harrisburg, Pa., April 18, 1913.

As reported in this letter, a bill has been pending in the House amending the bulk sales law in many important ways. The full text of the bill appeared in a recent issue. This bill came up on third reading in the House during the week and failed of passage, though it may be brought up again. The discussion in the House as to what the bill was expected to accomplish is interesting, and I insert here a portion of the official account of it:—

Mr. Rockwell.—Mr. Speaker, I would like to have this bill explained a little bit.

Mr. Gans.—Mr. Speaker, the purpose of the present act is to take the place of the Act of March 28, 1905, Pamphlet Laws, page 62. The present act is an enlargement of the Act of 1905 and in addition to the Act of 1905, it provides that a man cannot sell his goods, stock and fixtures in bulk in fraud of his creditors; this act provides that he cannot sell nor can he pledge his stock, fixtures and merchandise for the purpose of defrauding his creditors and making the punishment similar to the punishment under the Act of 1905. After the passage of the Act of 1905 those who desired

to be dishonest in order to avoid that act, instead of selling their goods outright would pledge them; that is, they have in many instances placed in a storage warehouse or delivered them over to some person from whom they would take a note or cash, and that person or warehouse, after the expiration of a certain time, would acquire title to the property and would sell the goods or merchandise as their own and by a secret arrangement turn over to the original seller the purchase price less the commission, thereby defrauding the creditor of his honest obligation. This is a meritorious act and one which should receive the support of every member of the House.

When a merchant sells out his business and fails to pay his creditors, whether the intent exists in the first place to defraud his creditors or whether the temptation comes to him after the money is in his pocket and he is too weak to resist, the consequence is the same and the loss falls upon the creditors or dealers who have sold to this merchant upon good faith and must in consequence of the fraudulent act of the merchant lose the entire amount, not only of the goods, but of their profit therefrom.

When a fraudulent bulk sale is perpetrated, the stock or other subject matter of the bulk sale usually falls into the hands of a class of men whose operations with such stocks, that they buy for less, sometimes, than the cost of production, also demoralizes the market and again makes the lot of the retailer harder than ever. It is a funda-



Public Health and Sanitation. After it came up and passed first reading.

House Bill 1,291, regarding the manufacture and shipment of milk and milk food products, has passed second reading in the House.

The Governor has signed the new law and spots eggs bill, forbidding the sale of rotten eggs for any purpose without first treating them with coal oil, and it is now a law.

A brief private hearing was given on the general food bill last Tuesday by the sub-committee on Health and Sanitation. The chief point considered was the effect upon the State law of the United States Supreme Court's decision in the Wisconsin syrup case. The Attorney-General was asked for an opinion as to how this would change the draft of the new law.

The bill providing that when samples are taken by Dairy and Food Division agents duplicate samples shall be given to person from whom it is taken and analysis is permitted, result of which may be put in evidence, passed the House finally on Tuesday. There seems to be reason to believe it may pass.

R. C.

### Grocery Failures Fewer for First Time in Months.

March Report Shows Falling Off as Compared With March, 1912. General Store Failures Also Fewer. Report for First Quarter.

For the first time in many months, the grocery failures for March were smaller than for March, 1912. The general store failures were smaller also. The figures follow:—

General Store Failures—March, 1913, 155; liabilities, \$1,348,696; March, 1912, 201; liabilities, \$1,287,185.

Grocery Failures—March, 1912, 109; liabilities, \$1,172,948; March, 1912, 220; liabilities, \$1,464,593.

The report of failures in both lines for the first quarter of the year is also at hand. The figures follow:—

General Store Failures—March, 1913, 540; liabilities, \$4,886,357; March 1912, 664; liabilities, \$4,65,990.

Grocery Failures—March, 1913, 310; liabilities, \$3,556,203; March, 1912, 726; liabilities, \$3,515,166.



## FOR ALL EATING OCCASIONS



BOUILLON "HERRINGLETS" are a substantial meal at a price any one can pay, and the most delicious lunch anyone can buy at any price. They are selected little NORWEGIAN HERRING packed in delicious BOUILLON, and different from any canned fish you ever sold. Their special nature insures a big sale at a good profit to you. We guarantee them to satisfy or we'll refund your customers' money. Your customers are always looking for "something new and good in eats"—sell them BOUILLON "HERRINGLETS."

### Angus Watson & Company, Sole Proprietors

Also Proprietors of "Skipper" Sardines

1011 Chestnut Street, Philadelphia, Pa.



#### WHAT TO TELL CUSTOMERS

"BOUILLON 'HERRINGLETS' are a new eating delight—selected little Norwegian herring in delicious bouillon. Try them."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## She'll Use Banner Lye Every Hour of the Day

There are many things which nothing but **Banner Lye** will clean satisfactorily, and once you start you customers buying it they will find so many uses for it they will never stop buying it. It sterilizes, cleans, disinfects, removes foul odors and cleans out waste pipes. You can easily sell **Banner Lye**, and you can absolutely guarantee it. The patent top, *sifting can* makes it easy to use, yet avoids waste. Not only householders, but doctors, butchers, bakers, printers, plumbers, hotels and institutions, restaurants, etc., use **Banner Lye**, and you can sell it to all of them if you keep it well stocked and displayed where the attractive red label will be seen.

### THE PENN CHEMICAL WORKS

Philadelphia, Penna.

#### WHAT TO TELL CUSTOMERS

"You can use BANNER LYE in dozens of ways as a cleanser. It's also a powerful disinfectant."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants





# UNITED STATES SUPREME COURT MAKES RADICAL DECISION IN FOOD LAW CASE INVOLVING ENTIRE TRADE AND ALL STATE FOOD LAWS.

(Continued from page 7.)

broken package" as used in the second and tenth sections and "unbroken package" in the third section. Within the limitations of its right to regulate interstate commerce, Congress manifestly is aiming at the contents of the package as it shall reach the consumer, for whose protection the act was primarily passed, and it is the branding upon the package which contains the article intended for consumption itself which is the subject-matter of regulation. Limiting the requirements of the act as to adulteration and misbranding simply to the outside wrapping or box containing the packages intended to be purchased by the consumer, so that the importer, by removing and destroying such covering, could prevent the operation of the law on the imported article yet unsold, would render the act nugatory and its provisions wholly inadequate to accomplish the purposes for which it was passed.

The object of the statute is to prevent the misuse of the facilities of interstate commerce in conveying to and placing before the consumer misbranded and adulterated articles of medicine or food, and in order that its protection may be afforded to those who are intended to receive its benefits the brands regulated must be upon the packages intended to reach the purchaser. This is the only practical or sensible construction of the act, and, for the reasons we have stated, we think the requirements of the act as so construed clearly within the powers of Congress over the facilities of interstate commerce, and such has been the construction generally placed upon the act by the Federal courts. In *re Wilson*, 168 Fed. 566; *Nare-McCord Mercantile Co. v. United States*, 182 Fed. 46; *United States v. American Drug-gists' Syndicate*, 186 Fed. 387; *United States v. Ten Barrels of Vinegar*, 186 Fed. 400; *Von Bremen v. United States*, 192 Fed. 904; *United States v. Seventy-five Boxes of Alleged Pepper*, 198 Fed. 934.

While these regulations are within the power of Congress, it by no means follows that the State is not permitted to make regulations, with a view to the protection of its people against fraud or imposition by impure food or drugs. This subject was fully considered by this court in *Savage v. Jones*, 225 U. S. 501, in which the power of the State to make regulations concerning the same subject-matter, reasonable in their terms and not in conflict with the acts of Congress, was recognized and stated, and certain regulations of the State of Indiana were held not to be inconsistent with the Food and Drugs Act of Congress. While this is true, it is equally well settled that the State may not, under the guise of exercising its police power or otherwise, impose burdens upon or discriminate against interstate commerce, nor may it enact legislation in conflict with the statutes of Congress passed for the regulation of the subject, and if it does, to the extent that the State law interferes with or frustrates the operation of the acts of Congress, its provisions must yield to the superior Federal power given to Congress by the Constitution. *Texas & Pacific Ry. Co. v. Abilene Cotton Oil Co.*, 204 U. S. 426; *Northern Pacific Ry. Co. v. Washington*, 222 U. S. 370; *Southern Ry.*

*Co. v. Reid*, 222 U. S. 424; *Second Employers' Liability Cases*, 223, U. S. 1; *Savage v. Jones*, supra 533.

Having in view the interpretation we have given the Food and Drugs Acts and applying the doctrine just stated to the instant cases, how does the matter stand? When delivered for shipment and when received through the channels of interstate commerce the cans in question bore brands or labels which were supposed to comply with the requirements of the Act of Congress. Whether the Secretaries had the power under the Food and Drugs Act to make the regulation set out above is not now before us. It is enough for the present purpose to say that, so far as this record discloses, it was undertaken in good faith to label the articles in compliance with the Act of Congress, and, if they were not so labeled, by Section 2 provision is made for the enforcement of the act by criminal prosecution and by Section 10 by proceedings in rem. Whether the labels complied with the Federal law was not for the State to determine. This was a matter provided for by the Act of Congress and to be determined as therein indicated by proper proceedings in the Federal courts.

The label upon the unsold article is in the one case the evidence of the shipper that he has complied with the Act of Congress, while in the other, by its misleading and false character, it furnishes the proof upon which the Federal authorities depend to reach and punish the shipper and to condemn the goods. If truly labeled within the meaning of the act his goods are immune from seizure by Federal authority; if the label is false or misleading within the terms of the law the goods may be seized and condemned. In other words, the label is the means of vindication or the basis of punishment in determining the character of the interstate shipment dealt with by Congress. While in this situation, the goods being unsold, as a condition of their legitimate sale within the State, and also of their being in the possession of the importer for the purpose of sale and of being exposed and offered for sale by him, the Wisconsin statute provides that they shall bear the label required by the State law and none other (which represents a saccharine substance, as do the labels in these cases). In other words, it is essential to a legal exercise of possession of and traffic in such goods under the State law that labels which presumably meet with the requirements of the Federal law and for the determination of the correctness of which Congress has provided efficient means, shall be removed from the packages, before the first sale by the importers. In this connection it might be noted that as a practical matter, at least, the first time the opportunity of inspection by the Federal authorities arises in cases like the present, is when the goods, after having been manufactured, put up in package form and boxed in one State and having been transported in interstate commerce, arrive at their destination, are delivered to the consignee, unboxed, and placed by him upon the shelves of his store for sale. Conceding to the State the authority to make regulations consistent with the Federal law for the further protection of its citizens against impure and misbranded food and drugs, we think to permit such regulation as is embodied in this statute is to permit a State to discredit and burden legitimate Federal regulations of interstate commerce, to

DESTROY RIGHTS ARISING OUT OF THE FEDERAL STATUTE WHICH HAVE ACCRUED BOTH TO THE GOVERNMENT AND THE SHIPPER, AND TO IMPAIR THE EFFECT OF A FEDERAL LAW WHICH HAS BEEN ENACTED UNDER THE CONSTITUTIONAL POWER OF CONGRESS OVER THE SUBJECT.

To require the removal or destruction before the goods are sold of the evidence which Congress has by the Food and Drugs Act, as we shall see, provided may be examined to determine the compliance or non-compliance with the regulations of the Federal law, is beyond the power of the State. The Wisconsin act which permits the sale of articles subject to the regulations of interstate commerce only upon condition that they contain the exclusive labels required by the statute is an act in excess of its legitimate power.

It is insisted, however, that, since at the time when the State act undertook to regulate the branding of these goods, namely, when in the possession of the plaintiffs in error and held upon their shelves for sale the cans had been removed from the boxes in which they were shipped in interstate commerce, they had therefore passed beyond the jurisdiction of Congress, and their regulation was exclusively a matter for State legislation. This assertion is based upon the original package doctrine as it is said to have been laid down in the former decisions of this court. The term original package had its origin in *Brown v. Maryland*, 12 Wheat. 419, in which this court had to consider the extent of the protection given under Federal authority to articles imported into this country from abroad for sale, and it was there held that (p. 441):—

"When the importer has so acted upon the thing imported that it has become incorporated and mixed up with the mass of property in the country, it has, perhaps, lost its distinctive character as an import, and has become subject to the taxing power of the State; but while remaining the property of the importer, in his warehouse, in the original form or package in which it was imported, a tax upon it is too plainly a duty on imports to escape the prohibition in the Constitution."

That doctrine has been many times applied in the decisions of this court in defining the line of demarcation which shall separate the Federal from the State authority where the sovereign power of the Nation or State is involved in dealing with property. And where it has been found necessary to decide the boundary of Federal authority it has been generally held that, where goods prepared and packed for shipment in interstate commerce are transported in such commerce and delivered to the consignee and the package by him separated into its component parts, the power of Federal regulation has ceased and that of the State may be asserted. Some of the cases in which this doctrine has been considered will be found in the margin\*. In the view, however, which we take of this case it is unneces-

\**Leisy v. Hardin*, 135 U. S. 100; *Rhodes v. Iowa*, 170 U. S. 412, 424; *Schollenberger v. Pennsylvania*, 171 U. S. 1, 19 et seq.; *May v. New Orleans*, 178 U. S. 496; *Austin v. Tennessee*, 179 U. S. 343; *American Steel and Wire Co. v. Speed*, 192 U. S. 500, 519 et seq.; *Cook v. Marshall County*, 196 U. S. 261; *Heyman v. Southern Ry. Co.*, 203 U. S. 270, 276; *Savage v. Jones*, 225 U. S. 501, 520; *Purity Extract Co. v. Lynch*, 226 U. S. 192, 200.

sary to enter upon any extended consideration of the nature and scope of the principles involved in determining what is an original package. For, as we have said, keeping within its Constitutional limitations of authority, Congress may determine for itself the character of the means necessary to make its purposes effectual, in preventing the shipment in interstate commerce of articles of a harmful character, and to this end may provide the means of inspection, examination and seizure necessary to enforce the prohibitions of the Act, and when Section 2 has been violated, the Federal authority, in enforcing either Section 2 or Section 10, may follow the adulterated or misbranded article at least to the shelf of the importer.

Congress having made adulterated and misbranded articles contraband of interstate commerce, in the manner we have already pointed out, provides in Section 10 of the act that such articles may be proceeded against and seized for confiscation and condemnation while being transported from one State, territory, district or insular possession to another for sale, or, having been transported, remaining, "unloaded, unsold, or in original unbroken packages," and the subsequent provisions of the section regulate the disposition of the articles seized. To make the provisions of the act effectual, Congress has provided not only for the seizure of the goods while being actually transported in interstate commerce, but has also provided for such seizure after such transportation and while the goods remain "unbroken, unsold or in original unbroken packages." The opportunity for inspection en route may be very inadequate. The real opportunity of Government inspection may only arise when, as in the present case, the goods as packed have been removed from the outside box in which they were shipped and remain as the act provides, "unsold." It is enough, by the terms of the act, if the articles are unsold, whether in original packages or not. Bearing in mind the authority of Congress to make efficient regulations to keep impure or misbranded articles out of the channels of interstate commerce, we think the provisions of Section 10 are clearly within its power. Indeed, it seems evident that they are measures essential to the accomplishment of the purpose for which the Act was intended.

The doctrine of original packages had its origin in the opinion of Chief Justice Marshall in *Brown v. Maryland* already referred to. It was intended to protect the importer in the right to sell the imported goods which was the real object and purpose of importation. To determine the time when an article passes out of interstate into State jurisdiction for the purpose of taxation is entirely different from deciding when an article which has violated a Federal prohibition, becomes immune. It was not intended to limit the right of Congress, now asserted, to keep the channels of interstate commerce free from the carriage of injurious or fraudulently branded articles and to choose appropriate means to that end. THE LEGISLATIVE MEANS PROVIDED IN THE FEDERAL LAW FOR ITS OWN ENFORCEMENT MAY NOT BE THWARTED BY STATE LEGISLATION HAVING A DIRECT EFFECT TO IMPAIR THE EFFICIENT EXERCISE OF SUCH MEANS.

For the reasons stated, the statute of Wisconsin, in forbidding all labels other than the one it prescribed is invalid, and it follows that the judgment of the State



court affirming the convictions of the plaintiffs in error for selling the articles in question without the exclusive brand required by the State, must be reversed, and the cases are remanded to the State court for further proceedings not inconsistent with this opinion.

### More About "Linwood Haines Limited of America."

Additional Information About the New Mail Order-Cooperative Buying Scheme Shows But Small Financial Backing.

In a recent issue some space was given to a report and discussion of the mail-order co-operative buying scheme of "Linwood Haines, Ltd., of America," whose headquarters are in Camden. Some additional information obtained about the scheme during the week indicates that although the concern has an authorized capital of \$500,000, it has very small financial resources, and probably will not spread very widely on that account.

The president and treasurer of the company is Linwood Haines, of Camden. Haines was formerly a stock salesman for the United 5-and-10-cent stores, and also for the United Grocers' Co., of Washington, D. C., the latter of which concern failed recently. He is said to have sold considerable stock for the above two concerns, but is only possessed of small financial means. The vice-president, Joseph H. Haines, was formerly a Camden grocer, and was successful in a small way. The secretary is G. Horace Roberts, a bookkeeper of Philadelphia, and the directors are the above and J. H. Applegate, W. Irwin May, O. D. Kline and John A. Woodruff. None of these are men of large means. The company claims to own unpaid stock subscriptions of nearly \$3,000 and merchandise on hand of about \$3,500. Its own estimate of its machinery and fixtures is over \$4,000, aggregating total assets of slightly over \$11,000. Its only liabilities are accounts payable of about \$600. People who know the concern estimate it as worth not over \$4,000 or \$5,000 net. So far the credit extended to it has been very moderate.

California asparagus is pretty poor, the range is \$2.75 to \$3.75 per dozen; the Jersey grass is 25 to 50 cents and South Carolina 20 to 25 cents. A little warm, sunny weather would bring lots of asparagus in.



Tell your customers about

*Freihofer's*

## EGG ELBOW MACARONI

FIRST:—It's absolutely PURE, made of best eggs and farina. SECOND:—It's made in a sanitary American factory, where machines do the work instead of human hands. THIRD:—When it's cooked, it's the most delicious, most tender, most wholesome macaroni anyone ever tasted. Tell your customers these facts and get them buying FREIHOFFER'S EGG ELBOW MACARONI; it pays you a good profit and you can depend on steady sales, because its quality is so pleasing.

Freihofer Baking Company, Philadelphia

#### WHAT TO TELL CUSTOMERS

"FREIHOFFER'S EGG ELBOW MACARONI is so tender, delicious and nourishing, that if you try it on my recommendation, you'll thank me for telling you about it."



This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

## They Pay You 75% Profit



As long as you let the shoe store sell all the shoe dressing you are losing a big volume of sales that would pay you 75% profit. Think of it, 75% profit on an article *everybody* buys. Don't think people "won't buy shoe dressing from me," they'll buy MASON'S WHITE DRESSING and MASON'S TAN COMBINATION wherever they see them. Get these sales and profits instead of letting them walk past your door. MASON'S WHITE DRESSING and MASON'S TAN COMBINATION not only pays you 75% profit, but they SELL FAST, because everybody *knows* them and almost everybody will wear *white* or *tan* shoes this season.

REMEMBER, you buy shoe dressings to SELL them, not to KEEP them. MASON'S SHOE DRESSINGS quickly SELL, and pay you 75%

**JAS. S. MASON COMPANY**

138-140 North Front Street

PHILADELPHIA



#### WHAT TO TELL CUSTOMERS

"The beauty of white or tan shoes depends on having them spick and span at all times. Use MASON'S SHOE DRESSINGS and keep yours looking like new."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



# THE GROCERY MARKETS

## Tea.

The tea market shows no change and light demand for actual wants only. Some business is doing every day, but the market is quietly rounding out its season, and no radical change is looked for now. Values are on a comparatively low level, and holders do not seem to be pressing for sale.

## Coffee

The coffee market has shown some slight upward tendency during the week, but not enough to eliminate the softness and the weakness which struck it a few weeks ago. Prices on all grades of Rio and Santos are unchanged for the week, but decidedly in buyer's favor. There seems to be a general belief that prices may sag even further. Milds are unchanged and dull. Java and Mocha in light demand at unchanged prices.

## Sugar.

Sugar is a trifle uncertain. Most of the refiners are quoting about the same prices as a week ago, but the quotation is higher for future shipment than on spot. Raws are about unchanged. The consumptive demand for refined sugar is fair.

## Syrup and Molasses.

Glucose has advanced another 5 points since the last report, and compound syrup has also moved up with the total 10 points made on glucose during the last two weeks. Sugar syrup is dull at ruling prices, and so is molasses.

## Fish.

Mackerel shows no change for the week. The demand is still light. Prices unchanged. Cod, hake and haddock are unchanged and quiet. Salmon shows no change for the week and rather light demand. Imported sardines still very scarce and high. Domestic sardines unchanged and quiet.

## Canned Goods.

Tomatoes are about where they were a week ago, and the demand is rather quiet. The market is certainly not strong, and present prices are  $2\frac{1}{2}$  cents below the level ruling a month ago. No. 2s are relatively higher than 3s, due to greater scarcity. Corn and peas are dull and unchanged, both on

spot and futures. Apples have shown some demand during the week at unchanged prices. California canned goods and small staple Eastern canned goods are in fair demand at unchanged prices.

## Dried Fruits.

Prunes are unchanged and quiet. Peaches and apricots are moderately active at unchanged prices. Raisins are firmer and higher on the coast, due to the new combination out there, but in the East there is only the faintest trace of firmness, and prices on seeded are still about 1 cent per pound below the coast parity. Currants and other dried fruits dull and unchanged.

## Beans and Peas.

Domestic pea beans are firmer and a little higher in primary markets, but about unchanged in a jobbing way. The demand is fair. Marrows are also considerably higher and \$3.50 instead of \$3.35 is now the large quotation for fancy stock. California limas are quiet and unchanged, as are green and Scotch peas.

## Butter.

The consumptive demand for butter is absorbing the receipts each day, and the quality now arriving is showing up better each week. There is no material increase in quantity, however, and the market is still firm and is not likely to weaken much in the near future.

## Eggs.

The egg market is about stationary, owing to the fact that much of the receipts is going into cold storage. The quality of the eggs now arriving is the best for the year, and the receipts are now fairly liberal. The market is healthy throughout.

## Cheese.

The consumptive demand for cheese is somewhat better, but is still below normal. As soon as the weather gets warmer the demand should still further improve. What new cheese are arriving are mild and poor and are selling at 3 to 4 cents under the market for the best held cheese.

## Provisions.

Everything in the provision line is firm. All cuts of smoked meats show an average advance of  $\frac{1}{4}$

cent. Pure lard is firm and unchanged and shows increased consumptive demand. Compound lard is also in better consumptive demand at an advance of about  $\frac{1}{4}$  cent. Dried beef is up  $\frac{1}{2}$  cent per pound and firm. Barreled pork is firm and unchanged and canned meats are steady and unchanged.

## INDIVIDUAL MARKET REPORTS.

### Imported Fish Specialties.

Herring business, as expected at this season of the year, is practically at a standstill, very little being sold, and very little demand. The only thing that we are selling in the herring line is Norwegian herring, and they are very scarce, and what is left that is really fine bring good prices.

Mackerel absolutely neglected and practically no business.

Imported Oil Sardines.—The trade continues very good and is very satisfactory. There is a good consumptive demand and the trade in general seems to have little or no stock, having bought for some time past from hand to mouth. Portuguese sardines are scarce, but the catch will soon start again. French sardines continue scarce. Norwegian sardines are very scarce. The cheapest grades are practically unobtainable, and fishing is expected to begin again May 15th. Prices for all sardines are very firm.

**STROHMEYER & ARPE Co.**  
New York.

### Rice.

Despite the efforts in some quarters during the past week to inaugurate a "bear" movement, it is quite evident that it met with failure, for the market certainly has held its own, and the situation may be regarded as healthy and the general tone in reality decidedly improved, with greater activity apparent in the near future. Several large blocks of stocks have changed hands and the whole range of values has moved upwards. This has stimulated a feeling of confidence on part of buyers that any purchases made will yield a satisfactory profit between now and the next crop, and therefore insure the investment, though it is expected that there will be a degree of conservatism in operations until the tariff question is settled, as this would be the natural trend. It is admitted that Japan is in much larger proportion when compared with the stocks of Honduras, yet the demand has improved for all styles, and therefore it is the gen-

eral belief that present prices are likely not only to be maintained, but that it will shortly be demonstrated that the remainder supply will prove quite inadequate to trade requirements.

Advices from the South, along the Atlantic Coast, still report dull conditions, though encouragement has taken the place of pressure under the conception that the situation cannot be any worse, and therefore improvement must ultimately prevail. At New Orleans the demand is reported inactive and there is a general disposition to wait and see how much conditions will improve under the stimulating effect of the recent large operations.

In the interior—Southwest Louisiana, Texas and Arkansas—nothing of note is reported. Planting is said to be progressing favorably.

Cables and correspondence from abroad note more inquiry for rough rice and prices higher; "spec cleaned" in better demand; "forward Burma" dearer.

**DAN TALMAGE'S SONS Co.**  
New York and New Orleans.

### Evaporated Apples, Etc.

There is no sign of improvement in the evaporated apple situation locally. There seems to be no improvement in the demand from the consuming markets in this country or Europe, and the speculators are also awaiting further developments before buying.

Weather conditions are very favorable, and at the present time the greening trees and early varieties look very promising. Baldwin which bore very heavily last year do not look to be so well loaded with blossoms.

Asking prices are unchanged from last week. Prime quality, 50-pound boxes is quotable at 42 to  $5\frac{1}{8}$  cents in carload lots, with cartons  $\frac{1}{2}$  cent per pound higher. Choice,  $5\frac{3}{4}$  to 6 cents; fancy, 7 to  $7\frac{1}{2}$  cents. Prime quality, 1911 crop for October-November shipment is quotable at  $63\frac{3}{8}$  cents f. o. b.

Raspberries are firmly held at  $14\frac{1}{2}$  to 15 cents f. o. b. in barrel.

**C. C. HALL.**

Rochester, N. Y.

### Standard Canned Goods.

A leading trade paper has just reported a feeling among merchants that there is still a large surplus of tomatoes in packers' hands. This feeling is unfounded, as the most carefully gathered statistics show an exceedingly small percentage of all grades in first hand, and especially of the better class of packing such as is demanded for buyer's label, which is commanding



from 82½ to 85 cents in the standard grades as against the regular quotation of 80 cents for packer's grade, but many of the latter offerings are found to be of unsatisfactory quality and really should be assessed as seconds rather than standards.

The regular spring demand has not begun, and there is every reason to believe that this will be augmented this season by the impetus which has been given to the trade by Canned Foods Week and the recent Western floods.

That stocks in first hands are not low is evidenced by the fact that market prices have been so well maintained notwithstanding the absolutely nominal market which has prevailed since the first of the year and the little disposition to make quotations even in the undependable grades and the firm and higher prices that have been maintained for better grades.

Packers and growers are getting together on a general price of \$9 per ton for raw stock. In New Jersey the price is \$10. In a few favored sections where the farmers have shown a more reasonable attitude and have been made to realize the high cost of packing, factories have contracted on a basis of \$8 per ton. At \$10 per ton the cost of packing good standard tomatoes will be 10¢ per dozen; at \$9, 80.37¢ per dozen; at \$8, 77.5¢ per dozen—so even at the lowest price paid for raw stock the packer who sells his goods at 80 cents cannot make a living wage.

It is true that for extra standard, selected and fancy grades, more money is being asked and obtained, but these require extra care in handling, extra labor, selection of raw stock, necessitating the discarding of much that might be used in lower grades or the packing and marketing of these at a possible loss and the additional hazard of a poor crop which is naturally followed by a still greater expense in selection of fruit; a greater loss from shrinkage and the necessary packing of a still larger proportion of the inferior grades which must be sold at the best obtainable price, even entailing a loss which must be deducted from whatever profit is obtained from the better grades, and as the proportion of the better stock is decreased the profits are likewise also decreased and the cost of packing by the same means increased. This is a complex question fully understood only by the experienced packer and seldom appreciated by the trade.

We have experienced an exceedingly mild winter, in fact a freak winter, and after such good crops seldom materialize the following season. Already we have experienced an unprecedented flood in the Middle West. The Georgia peach crop has been ruined by the frost, in consequence of which packers have cancelled their orders for supplies, and within the last few



## HOW TO SELL Wilbur's Cocoa

Tell your customers about the delicious Cakes, Cake Icing, Puddings, Pudding Sauces, Desserts and Candies they can make with WILBUR'S COCOA and you'll find it easy to sell them POUND and HALF-POUND cans instead of QUARTER POUNDS. They'll buy OFTEN, too.

This is the right idea in selling WILBUR'S COCOA—to sell it as a FOOD as well as a BEVERAGE, for COOKING as well as for DRINKING.

Send us the names and addresses of some good customers and we'll mail to each a copy of our Recipe Booklet "COOK'S TOURS THROUGH WILBURLAND" and a coupon that will bring them to you to buy WILBUR'S COCOA. You make a good profit on WILBUR'S COCOA—let us show you how to increase your sales.

**H. O. WILBUR & SONS, Inc.**  
PHILADELPHIA

**IS  
BEST  
FOR**

- Baking**
- Cakes**
- Cake Icings**
- Charlottes**
- Custards**
- Ice Cream**
- Puddings**
- Pies**
- Sauces**
- Desserts**
- Candy**
- Hot Cocoa**
- Iced Cocoa**
- Cocoa Syrup**



### WHAT TO TELL CUSTOMERS

"When you use WILBUR'S COCOA for icing cakes you don't have to cook it, like chocolate. This saves time and trouble and there's no danger of your icing being lumpy."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



days we have had advices that the recent storms have greatly injured the early peas on the peninsula and packers have accordingly withdrawn offerings. This is but a beginning. What may follow is not for us to know now. We may know later on to our sorrow; hence, conservative packers are slow to book business in advance unless it will show some reasonable margin of profit. Can you blame them, especially the men who expect to deliver what they sell both in quality and quantity? You may gamble on future conditions—you may win. On the other hand, if we should have a freak year you might be surer of winning should you place your order now with the responsible and reliable packers who have made good in the past and guarantee to make good in the future.

The cheaper grades of spot corn continue in demand and many blocks are cleaning up. It is becoming difficult to obtain anything that will pass muster at 50 cents delivered. Some is being offered for less money, but the grade will not bear investigation. There has been a disposition to buy the cheaper grades and to substitute them for the higher class article, because to use the language of one of the leading trade papers, "this 50-cent corn makes a good 10-cent seller to the retailer." Why shouldn't it? If he can induce his

customer to take it at this price he can obtain 100 per cent. profit. It is questionable whether this kind of illegitimate merchandise produces satisfied customers and increased business, but the temptation is great and many yield to it; yet there have been many who have given their trade the benefit of the low price and have in consequence moved large volumes of this cheap corn, thereby on account of the volume of sales making good profits and moving much of the cheaper grades from packers' warehouses.

The better grades of corn continue to be scarce and holders are firm in their quotations and are enabled to secure same where these better grades are demanded, which is always the case with a certain class of consumers even if they can buy the cheaper grade for less money.

WILLIAM SILVER & Co., INC.  
Aberdeen, Md.

#### Spices.

The market has been moderately active. There has been considerable buying since the new tariff bill has been introduced in the House. Present prices, however, we consider very safe, and in anticipation of a duty, buyers would do well to replenish their stock.

Pepper.—Black peppers are generally unchanged. White peppers are scarce and firmer, with upward tendency.

Red peppers higher, especially the cheaper grades, due, we believe, to the proposed reduction in duty.

Cloves have been fluctuating and at present slightly higher than last week. It is predicted that higher values will be realized during the summer months on account of shortage.

Nutmegs steady and in fair demand. Prices generally unchanged.

Cassias.—Saigon unchanged; Batavia in steady demand at unchanged prices; China grades very active; prices firmer with upward tendency.

Gingers.—Prices remain low and some large sales have been made during the week. African and Cochin are both higher.

Tapiocas only in fair demand. Prices unchanged.

Paprikas.—Practically no change in spot prices. The proposed reduction from 2½ to 1 cent per pound has made no change in our market; both Hungarian and Spanish grades selling unusually well.

Seeds, Herbs, Etc.—The Underwood Tariff Bill places the following seeds on the dutiable list:—

Anise, 2 cents per pound; canary, ½ cent per pound; caraway, 1 cent per pound; sunflower, 15 per cent. adv.; sage, ½ cent per pound; the duty on sage was formerly 1 cent.

Other articles are on the free list as heretofore.

Celery seed, poppy and mustard seeds unchanged during the week.  
McCORMICK & Co., INC.  
Baltimore, Md.

#### MARKET NOTES.

Salad is wanted, and good stock brings \$3. The range is from 50¢ to \$1. Stock is coming from Virginia, North Carolina and South Carolina, and some from nearby.

Florida beans range from \$2. to \$3 for good stock, which is wanted.

Cucumbers keep up—\$3.50 to \$3.75 for Floridas. The quality is good and the demand active.

New Florida potatoes still average \$4.50 for No. 1's, and Bermuda \$6.50. Demand active.

Florida strawberries have fluctuated a good deal. Last Saturday they were as high as 60 cents, but the market went off to 15 to 20 cents later. Most of the stock is very poor, on account of bad Florida weather.

Virginia and North Carolina are shipping a good many beets and the range is 3 to 4 cents per bunch.

ESTABLISHED 1808

# John R. McFetridge & Sons

## Printers and Publishers

### FINE CATALOGUE AND COLOR WORK

### No. 927 Arch Street, Philadelphia



### AMONG THE TRADE.

David W. Green, special partner of the wholesale grocery house of Alpen, Green & Co., 30 South Front street, died suddenly last Tuesday from fatty degeneration of the heart. He took no active part in the business, being a man of independent means. Two brothers, John Mason Green and Frank R. Green, are also connected with Alpen, Green & Co., the former as partner.

Sales of glass jars for the 1913 season are reported to have been very good. Prices are about 5 per cent. below a year ago, and terms are better to large buyers.

Our attention has been called to our errors which appeared in a statement sent to this journal last week by J. H. Huston & Co., the Philadelphia sugar brokers, and published in that issue. The statement discussed the proposed tariff reduction and mentioned the following percentages: "95-1,000 of 1 cent, 71-1,000 of 1 cent, 35-1,000 of 1 cent and 26-1,000 of 1 cent." All these should have read hundredths instead of thousandths.

### Vegetables Coming From Mexico.

A number of tomato shipments have already come to the United States this year from Mexico. The greater part of production is at San Dieguito, State of San Luis Potosi, and Forlorn, State of Tampico, but several carloads went from Cervantes, Tampico. Many shipments go by express. Mexican onion growers have been greatly disappointed this year. The acreage was much larger than ever before and everything indicated a heavy crop. It was expected that 600 or 700 carloads of onions would be sent to New York from Tampico via the Ward Line. These expectations have not been realized. The crop is only about one-half what had been expected, while growers could not secure sufficient cars. Total shipments to New York by the first week in April, when the last shipment was made, did not exceed 200 cars. The New York price is also much lower than last year. Two American grocery stores have recently opened in Tampico—the American Grocers and the Torreon Mercantile Co. The Sanborn drug store was recently opened and has the first high-grade soda water fountain established in that city.



**HOUSEHOLD COOKING**



**GRIDDLE CAKES & WAFFLES**



**CANDY MAKING**

# Karo

(REG. U. S. PAT. OFF.)

**USED EVERY DAY  
USED EVERY WAY**

Our extensive advertising has made KARO the biggest selling syrup. It is not only the national favorite as a table syrup because of its purity, fine flavor and high food value, but it is also extensively used in cooking and home candy making. We have shown the KARO can in newspaper, magazine, street car and billboard advertising everywhere, and your customers know it as soon as they see it. Make a good display of KARO and you are sure to have an ever increasing sale to satisfied customers.

Besides its many other uses, Karo is widely used for home preserving. It will pay you to speak of this to your customers, because Karo pays you a profit and sugar does not.

## Corn Products Refining Company

**New York**



### WHAT TO TELL CUSTOMERS

"You'll find **KARO** superior to other syrups or molasses, not only for hot cakes but also for cooking and candy making."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants





We would be pleased to have for publication in this column the ideas of our readers upon trade topics being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department

#### State Secretary Howes on the Pharmacy Bill.

Erie, Pa., April 16, 1913.  
To the Editor.

Dear Sir:—Your editorial in last issue on the subject of House Bill No. 527, which forbids the sale of all drugs, medicines or poisons except in regularly licensed pharmacies, noted. The substance of this bill was communicated to all of our local associations some time ago in our Bulletin No. 8. None of our local associations have offered any objections to the bill. So far as I am officially concerned, it is my official opinion that there is nothing to get alarmed about and not much danger of the bill passing. It is one of the numerous bills offered by a special interest to serve their individual ends. Whenever any of our local associations think we should act on this bill we shall act as vigorously as the circumstances may require within our means.

You say, "How can the State Association oppose it when some of its members are druggists?" Do you think we should hesitate to oppose a bill if some of our members were crooks just because it was designed for the regulation of crooks? Don't you worry, my dear editor, about the inability of the Retail Merchants' Association of Pennsylvania to take up this bill if required. We have done such things before, and we will probably again. A majority rules. We have never been able to satisfy all trades or all merchants on some questions, and this is one of them. We shall press the interests of the majority as vigorously as they may require.

Will you please give this letter the same publicity that your editorial had. I do not regard mercantile associations including all classes as weakened thereby, either in legislative work or any other work, and I can point you to a number of towns where good general associations have been organized out of the wrecks or remains of poor one line organizations.

Yours very truly,

A. M. HOWES,  
Secretary Pennsylvania Retail Merchants' Association.

The "Grocery World and General Merchant's" suggestion was that the Pennsylvania Retail Mer-

chants' Association might have trouble effectively opposing the pending Pennsylvania law forbidding the sale of drugs and medicines by grocers and general storekeepers, for the reason that some of its members were druggists, and therefore heartily in favor of the law. This situation was used to show the weakness of a general mercantile association instead of one confined to one line such as a grocers' association or a hardware dealers' association.

Mr. Howes says there is nothing in this—the State association will oppose the law anyway; "the majority rules." Of course it can oppose it, but the "Grocery World and General Merchant" repeats that such situations are not good things for associations and do not make for maximum efficiency. Such a condition is much more than a mere difference in opinion between members; it presents all the difference between poison and meat.

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#### Something More About Figuring Profits.

Detroit, Mich., April 10, 1913.  
To the Editor.

Dear Sir:—Here is one of the liveliest and clearest articles on the subject of figuring profits that has appeared in a long time. It illustrates two different methods of figuring profits, either one of which is correct. It illustrates the dangers of mixing methods.

The principle explained here marks a new epoch in business arithmetic—a same method of figuring profits that will go a long way towards lessening the number of retail failures that occur every year.

Public school arithmetics have taught the present generation of business men a method of figuring profits that is largely responsible for most of these failures.

The American Book Co., the biggest publishers of school books in the world, has already taken the step to bring school arithmetics into line with business practice, as outlined in this article.

Very truly yours,

F. M. PAULL.

The article sent with this is entitled "School Arithmetic and Business Arithmetic," by H. C. Lenington. The following extracts are worthy of reproduction:—

"A retail merchant bought a suit of clothes at wholesale for \$16. How much would he have to sell it for to make a profit of 25 per cent.?"

This is a problem found in a school arithmetic used in Dallas. This department of the book was called "Gain and Loss." The result as given in the key to answers found in the back of the volume was \$20.

That does very well for a boy in the fifth or sixth grade at school. But for the man conducting a retail clothing store, the real question is: "How much would a merchant lose who figured his profit and loss account in this manner?"

I have sprung the following problem to several of our school boys: "A retailer handled a stove costing him wholesale \$10. He wished to make a profit of 10 per cent. His cost of doing business he estimates at 18 per cent. What should be his selling price?"

The answer is not \$12.80, but \$13.89.

My way of figuring has caused some excitement among our school teachers, who claim that I have not worked the example correctly. They seem to think that this is just a "grafting" way the merchants have of figuring up their profits.

Suppose, for illustration, that a retail merchant is going over his last year's business. Suppose that he finds that his total sales amounted to \$10,000. That includes every last cent he took in over the counter. In other words, that \$10,000 exactly equals the gross total selling prices on merchandise sold during 1912.

Now, he goes over his books again and finds that his various necessary expense items, rent, salaries, deliveries, light, heat, advertising, insurance, losses, depreciations, bad accounts, etc., amount to \$1,800.

That \$1,800 is just 18 per cent. of \$10,000, his gross sales. If he made \$1,000 profit (net), that is 10 per cent. on the same \$10,000 gross sales. The cost of doing business added to the profit, therefore equals 28 per cent., not of the cost of the merchandise, but of the selling price of all the merchandise sold. The first cost of the merchandise is found by adding the business charges (\$1,800) and the profit (\$1,000) together, making \$2,800, and subtracting this from the \$10,000, the answer being \$7,200. This is 72 per cent. of the \$10,000 gross sales.

Stated concisely, this means that the \$10,000 gross sales equals 100 per cent., of which 18 per cent. is the cost of doing business, 10 per cent. the profit and 72 per cent. the cost of merchandise at first hand.

#### Suspicious Even When Food is Cheap.

Charles J. Kramer, past president of the National Association of Retail Grocers, has recently written several articles for the public press of Little Rock, Ark., defending the retail grocer against the imputation of being the blame for what is termed the "high cost of living."

Not only defending the grocer from this attack, but declaring that there

is no cause whatever for the contention that the cost of living is higher than it has been during the past few years. We quote the following from a letter just received from him:—

"A few days ago we received a carload of cabbage. It cost us at the rate of \$8 a ton, as against a cost price last year of \$50 a ton. A sample of the vegetable was placed on exhibition in the window with a price mark of 5 cents on it. Within ten minutes after the display had been arranged a police officer walked into the store and wanted to know what was the matter with the head of cabbage. It took some time to convince him that the cabbage was sound. He finally bought one. I think that is a lesson on the 'high cost of living' myth. People are afraid to pay reasonable prices for goods nowadays. They prefer to pay highly and get the satisfaction of knowing that their possessions are valuable."

#### Valencia Raisin Producers Say Sulphurizing is Harmless.

The producers of imported Valencia raisins invariably use sulphur to bleach the fruit, and scout the idea that it is harmful. Here is a description of the process: "A development of the artificial curing of raisins (and probably itself a big incentive to the more extended use of that method) is the chemical mode of decolorization or bleaching and preservation by the sulphur treatment. When this process is rationally employed there is no detriment to the health of the consumer, while the keeping quality and appearance of the raisin are greatly enhanced. A receptacle containing burning sulphur is inserted in the pipe or tube which conducts heat from the stove to the room or oven, and in this manner the sulphur fumes are forced into the room with the air and circulate among the grapes undergoing desiccation. The chemical action of the sulphur tends to heal the cracks in the skin produced by the alkali bath, disinfects the fruit and destroys any microorganisms resulting from possible fermentation of the raisins, without extracting an excess of humidity; and by its action on the vegetable coloring matter in the grape leaves the raisin with a beautiful golden hue and emphasizes the sweet aromatic taste and odor characteristic of the muscat grape. Subsequent exposure of the fruit to the sun for two or three days eliminates all trace of the sulphurous agent, leaving no perceptible taste or smell."

Florida limas are still high—around \$4. The demand is slow.



## Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s  
Department Food Stores, Dover, N. J.

**Parrot Talk** seldom sells goods. Selling "soap, starch, blue, baking powder, spices, tea, coffee, sugar, etc., at the rate of a hundred a minute leaves no impression on the customer. It's only when you take the thing at a time and talk that is long with impressiveness and intelligence that counts. If I want to win a customer on tea I find out what she uses then I talk something like this. Taking up a sample I would say: "This is our Corona Blend Mixed Tea; while we sell it for 50 cents a pound the Ceylon that is in this retails for 80 cents. It's put here to add particular strength and character to the blend. This long leaf is 'Basket-Red Japan' and that light green leaf is Hyson.' You would not enjoy either one of these teas of themselves nor would you like this blend—that other dark leaf, but different quantities of these thoughtfully put together makes a blend that you will find most delightful and I would be pleased to add a half pound to your order." Just saying your 50-cent mixed tea is "good tea" isn't enough. No good ad writer would stop there. And, gentlemen, you are all advertising men.

Keep that fact before you.

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**"He's Just Lucky."**—Don't you believe it. The fellow that you think is "just lucky" is just a hustler. His "luck" came from being on the job and being wide awake and putting a lot of ambition into his work. Let no man sit back and imagine that luck is against him. My dear boy, good luck is ready for you just as soon as you make yourself ready for it. Keep that big aim of yours well in sight and hammer away every day fitting yourself to "arrive" there. When you do "arrive" the other fellow will say "he's just lucky." What would you call it?

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**"All Together."**—Ever see a tug of war? Notice how the home team pulled together. That's the

game in business. All the snarling and this "getting back" business and all this running counter to one another is death to good results. Clap the receiver and the shipper and the driver on the back and tell them "we're all in it for the good of the Boss, boys, and I'm there with the rest. Let go your feelings—forget the weakness of the other chap and "let's commence over again." No, no, there must be no antagonism. Pull good and hard together and you'll make the town ring. Keep up the snap and bite and argue and the spirit of you be damned and your store won't be heard of much farther than the next block.

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**"The Under Your Nose Things."**—A store that has any real life has specials. Giving the customer what she calls for is a good arrangement of a finely equipped slot machine institution. You are living men. These specials, these things that pay a fair profit and these brands of goods that you want to establish must be under your nose so to speak. They must be right at hand so they can be picked up and talked about. Not long since I noticed on one of the order tables (grocery department) of a New York department store a dozen specials that the salesman could conveniently show while he sat with the customer writing her order. That's the idea exactly. Don't take her time nor your own finding these articles on the shelves. Try this. Have your own brand of corn and peas or coffee or preserves handy.

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**Business Manners.**—Roughness is never pleasing. Neither is abruptness. There are clerks who consider it smart to cut out parlor manners in business. Never. Back of the counter is where good manners count. Every effort to please leaves its impression. Every polite action shows deference to the customer. "No Ma'am" and "Yes Sir" are simple forms of speech,

## The Pre-convinced Buyer is a Quick Buyer

**T**HE merchant and the salesmen who recognize this fact and take advantage of it are bound to push ahead of the dealer who assumes the task of educating, convincing, and selling each customer.

The store selling advertised goods is the store sought by the pre-convinced buyer. Such purchasers know what they want, and it requires no educational argument to sell them advertised goods—the chances are that they are as well posted on the merits of the goods as the merchant or clerk selling them—and all through advertising.

National Biscuit Company products are the standard of the country in quality. They are nationally known because they have been nationally advertised for years. Buyers are pre-convinced in regard to N. B. C. products. It takes neither argument nor effort to sell them.

## NATIONAL BISCUIT COMPANY

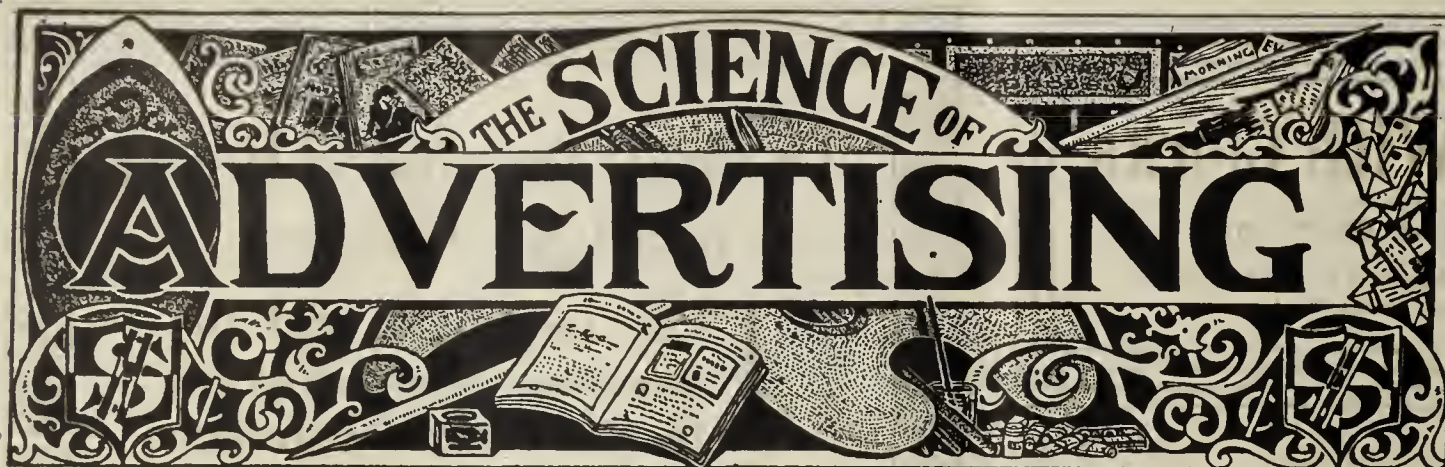
but they're respectful and proper, and above all they're pleasing to the party addressed. If you wear a cap it should invariably be tipped to the woman coming up to your counter. It isn't much to do, but it's business manners. Every customer should be thanked for an order whether the order is paid, C. O. D. or charged.

Another thing that is somewhat in line with this talk is *good grammar*. There is no excuse for any young man that is intelligent enough to sell goods to say "them" prunes instead of those prunes or these prunes. "Isn't" is just as easily pronounced as "ain't." "Coming" sounds nicer than "comin'". These things, however small they may look to you, are noticed by people whose surroundings warrant carefulness of speech. Besides attention to niceties of manner and speech most assuredly gain for you personal respect.

### Parcels Post Business Increasing.

Parcel post business during March showed a gain of 12,000,000 packages over February, according to a report issued by Postmaster General Burleson, and Chicago with her enormous mail-order business dropped from first to second place. More than 62,000,000 packages were carried in March. The New York post office handled 5,973,000 packages, to which should be added 983,000 packages handled by the Brooklyn office, making a total of 6,956,000 packages for New York City. Chicago came next with 6,800,000 parcels. Boston was third with 1,657,000 packages, and Detroit, which in February was ninth, jumped to fourth place, having 1,420,000 packages. Next in order were Philadelphia with 1,225,000; Cleveland, 1,209,000; St. Louis, 1,148,000; Jersey City, 863,000 and Kansas City, 687,000.





York, Pa., April 7, 1913.  
Editor "Science of Advertising."

Dear Sir:—We are inclosing an ad. used during Canned Foods Week. We would appreciate your criticism of same.

Yours very truly,  
CHAS. H. BEAR CO.

The advertisement enclosed measured 15 inches across three columns, and the reduced photographic representation of it is here presented:—

I think this advertisement could have been set better. For an advertisement of this size it isn't as striking as it might have been, and the reason, in my judgment, is that it is too cluttered up with rules and side lines. I should begin by eliminating the lines above the head "Canned Foods Week." They do absolutely no good, but rather harm, for they detract from the conspicuousness of the head. I should then have set the lines of the introduction in one type instead of three or four, and I would have left out those rules under the lines beginning "An Event of Special Importance." The introduction doesn't have the straight-away, easy-to-read look that it ought to have. The body of the advertisement, by which I mean the part containing the prices, could have been immensely improved. The short lines on the sides ought to have been omitted; they do no good and eat up space. I would be willing to make a small wager that if it could be learned from the persons who read this advertisement, either wholly or in part, it would be found that hardly anybody read those short lines. I would have given all that space to a better display of the offerings. With that additional space they could have been set in larger type and spread out. I wish I had the space to reset this whole advertisement as I think it ought to be reset; I am sure it would stand out of the page much more strikingly, and by the same token would stand to get better results.

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As to the text of this advertisement, I think it should have gotten some results, but believe I can suggest some ways in which it might have been improved. The object was of course to get people eating canned goods who hadn't eaten them before, and to get people who are already eating them to eat more. To accomplish that

result it seems most logical to present the proposition something like this in skeleton form: 1—This is addressed to you who Might Eat More Canned Foods Than You Do. 2—Canned Foods are convenient, pure, wholesome, cheap. 3—They have the fullest endorsement of the United States Government and are practically packed under Government supervision. 4—This is a special sale of brands that we know all about and can recommend to the limit. 5—The point of the special sale is Canned Foods Week, a time set apart to push canned foods all over the country, in order to get everybody better acquainted with them. 6—Prices during this sale are specially reduced to about the wholesale cost, and such savings will probably never be possible again. Perhaps Bear & Co. might have made their presentation of these points a little more effective; certainly they could have done so by stating each time what the goods would have cost sold in the ordinary way.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

#### Unique New Law for New Jersey.

The following new law was passed by the New Jersey Legislature, and was signed by the Governor, so it is now a law. The bill was known as Assembly Bill No. 668. Its intent was to legalize fixed prices or to prevent unfair competition. The first section of this bill covers the entire situation and is as follows:—

1. It shall be unlawful for any merchant, firm or corporation, for the purpose of attracting trade for other goods, to appropriate for his or their own ends a name, brand, trade mark, reputation or good will of any maker in whose product said merchant, firm or corporation deals, or to discriminate against the same by depreciating the value of such products in the public mind, or by misrepresentation as to value or quality, or by price inducement, or by unfair discrimination between buyers, or in any other manner whatsoever, except in cases where said goods do not carry any notice prohibiting such practice, and excepting in case of a receiver's sale or a sale by a concern going out of business.

Everybody Should Visit  
Our Pure Food Grocery  
This Week

## Canned Foods Week

*An Exposition and Sale at Special Low Prices of Imported and Domestic Canned Foods All This Week*

**An event of special importance to Hotelkeepers, Restauranters, Boardinghouse Proprietors and Small Grocers, as well as to every housewife in the city. Immense purchases from the largest canneries for this special occasion, enable us to quote about usual wholesale prices on many standard brands. Large users of canned foods will find our special prices in dozen lots the lowest ever quoted in this city. Attractive displays of enormous quantities of various foods afford interesting inspection to visitors.**

**What the U. S. Government's Report Shows**

It is a matter of fact that over three billion times, of all sorts of foods hermetically sealed, are eaten in the United States every year without a fatality, while hundreds of deaths occur yearly from unsound fresh foods. As compared with fresh foods, canned foods are cleaner, of less trouble and cheaper, when all seasons are considered, in addition to which, they afford a variety of foods the year around not possible in any other way.

**Special Prices For This Week on Single Cans or Quantity Lots**

*Where dozen prices are quoted half-dozen lots will be sold at the same rate*

<p><b>At Our Prices Canned Foods Are Economical. Buy Them by the Dozen</b></p> <p>Shoe Peg Corn, 4 cans for 25¢ A dozen 69¢</p> <p>Shoe Peg Corn, 3 cans for 25¢ A dozen 85¢</p> <p>Cream Corn, 4 cans for 25¢ A dozen 69¢</p> <p>Cream Corn, 3 cans for 20¢ A dozen 73¢</p> <p>Cream Corn, 3 cans for 25¢ A dozen 90¢</p> <p>Cream Corn, 2 cans for 18¢ A dozen 105¢</p> <p>Victoria Fancy Maine Corn, 2 cans for 25¢ A dozen 139¢</p> <p>Large Cans Tomatoes, 3 cans for 25¢ A dozen 10¢</p> <p>Large Cans Mothers' Tomatoes, 2 cans for 10¢ A dozen 105¢</p> <p>Victoria Tomatoes, extra large cans, whole, 2 cans for 25¢ A dozen 140¢</p> <p>Peas, 4 cans for 25¢ A dozen 80¢</p> <p>Peas, 3 cans for 25¢ A dozen 85¢</p> <p>Peas, 2 cans for 25¢ A dozen 115¢</p> <p>Mother's Peas, 2 cans for 20¢ A dozen 104¢</p> <p>Fancy Stringless Beans, No. 2 cans, 3 for 25¢ A dozen 80¢</p> <p>Fancy Stringless Beans, No. 3 cans, 3 for 32¢ A dozen 115¢</p> <p>California Asparagus Tips, 2 cans for 30¢ A dozen 128¢</p> <p>Victoria Mammoth Asparagus, 30¢ cans, 2 for 25¢ A dozen 125¢</p> <p>California Lemon Curing Peaches, 20¢ cans, 2 for 28¢ A dozen 160¢</p>	<p><b>Canned Foods Afford a Wide Variety of Foods the Year Around. Buy Them by the Dozen</b></p> <p>Victoria Brand Asparagus Tips, 2 cans for 22¢ A dozen 250¢</p> <p>Mushrooms, 25¢ cans, 2 for 21¢ A dozen 230¢</p> <p>California Apricots, 20¢ cans, 2 for 15¢ A dozen 160¢</p> <p>Victoria Peaches, 30¢ cans, 2 for 27¢ A dozen 275¢</p> <p>Victoria Hawaiian Sliced Pineapple, 30¢ cans, 2 for 27¢ A dozen 275¢</p> <p>Canned Plums, 15¢ cans, 2 for 22¢ A dozen 125¢</p> <p>Campbell's Soups, all kinds, 3 cans for 25¢ A dozen 95¢</p> <p>Campbell's Pork and Beans, 3 cans for 27¢ A dozen 100¢</p> <p>Wagner's Pork and Beans, 3 cans for 25¢ A dozen 93¢</p> <p>Heinz Pork and Beans, 3 cans for 25¢ A dozen 95¢</p> <p>Heinz Tomato Soup, 15¢ cans, 2 for 27¢ A dozen 160¢</p> <p>Karo Syrup, 3 cans for 27¢ A dozen 100¢</p> <p>Pink Alaska Salmon, 3 cans for 25¢ A dozen 85¢</p> <p>Red Alaska Salmon, 15¢ cans, 2 for 16¢ A dozen 175¢</p> <p>Kipper Herring, 12¢ cans, 3 for 9¢ A dozen 80¢</p> <p>Sardines in oil or mustard, 10¢ cans, 3 for 10¢</p>	<p><b>Our Victoria Brand Canned Foods Are Unsurpassed. Buy Them by the Dozen</b></p>
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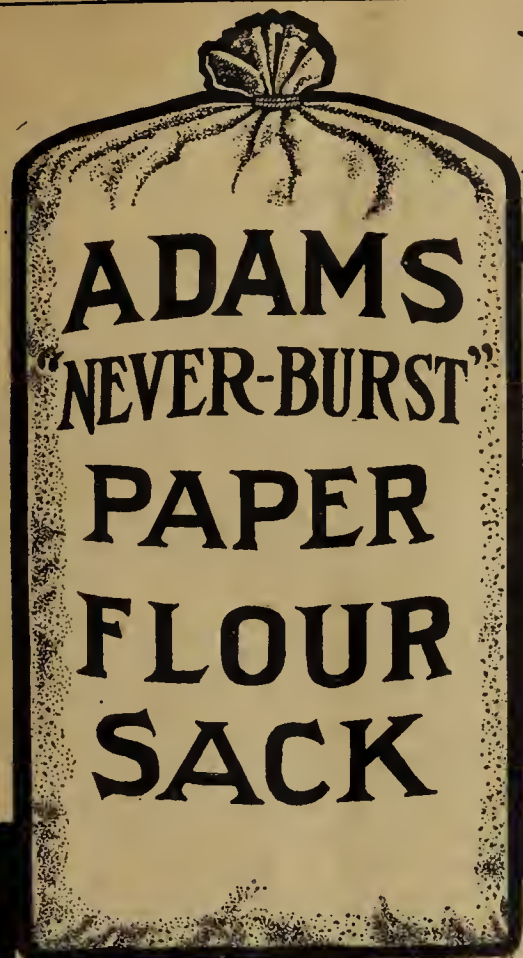
**Canned Foods Week is Presented With the Object of Further Increasing the Prestige of Our Pure Food Grocery : : : : :**

*It is a practical demonstration of the High Quality of the "Bear" Products and the lowness of "Bear" prices. It should make many new customers for the Bear store*

Canned Foods Week in Our Grocery

Canned Foods Week in Our Grocery





# Increasing The Grocer's Profit on FLOUR



Keeps flour dry.

Keeps out odors.

Keeps flour from sifting out and so insures full weight.

Costs less than the cotton flour bag and gives the grocer a larger profit.

Because it will pay you and because your customers will be better pleased, be absolutely certain to order your flour in quarters, eighths and smaller sizes packed in Adams "Never-Burst" Paper Flour Sacks.

"Never-Burst" Paper is a combination of New Manilla Hemp stock with used rope stock in the right scientific proportions to assure the greatest tensile strength without affecting the pliability of the paper.

Lets flour get damp.

Lets in odors.

Lets flour sift out causing short weight.

Costs more than the Adams "Never-Burst" Paper Flour Sack and leaves the grocer a smaller profit.

Stop buying and selling flour packed in cotton bags because you make less on it, because it is affected by dirt, dampness and odors, and cannot give your customers the same satisfaction as flour packed in Adams "Never-Burst" Paper Flour Sacks.

## "NEVER-BURST"

MADE ONLY BY

**The Adams Bag Co.**  
**CLEVELAND, OHIO.**





### CCIII.—What Sometimes Happens to Contracts Made by Telephone.

In the State of Ohio a few days ago a case was tried that will find a counterpart in the experience of many readers of these articles, so for the general good I have decided to devote this article to it. The principles of law laid down and applied in the disposition of that case are so fundamental and well settled that it would have had the same result whether it had arisen in Maine, California or Ohio. The point was the standing and validity of contracts or business dealings made or had over the telephone.

A retail dealer in Cincinnati, last December, when the market we will say was a dollar, ordered some goods by telephone from a local jobber, the contract being that they should all be delivered during the following March, in installments as requested by the buyer. The retailer was accustomed to give his orders to a salesman of the jobbing house, and he knew practically no one at the latter's store. He had decided between the salesman's regular trips that the market in this particular commodity was likely to advance, and that a purchase then for future delivery would be a good risk. He accordingly telephoned his order in, giving it to the person who answered the telephone, whose name and identity he did not take the trouble to learn.

When the time arrived for the delivery of the goods the market had advanced about 20 per cent., and the retailer congratulated himself on having made a ten-strike. March passed without any of the goods appearing, and when the buyer got in touch with the house, first through his regular salesman and next direct, he found that nobody had the slightest knowledge of the order. It did not appear on any of the books, not even a memorandum of it of any kind existed, and none of the employees, when questioned, remembered the tele-

phone conversation at all. Just why the buyer here failed to mention the order to the salesman on his next trip, and thus gotten in touch with the situation earlier, was not explained.

The jobbing house naturally refused to fill this man's order, for which it can hardly be blamed, since it had no record of it, and filling it would have cost it nearly \$100. The retailer went into the open market and bought as many goods as the order had called for, paying of course the higher price. Then he sued the jobbing house for the difference, and the trial of a few days ago was to determine whether the jobbing house was liable. The decision was that the jobbing house was not liable, and the judge did not even let the case go to the jury.

In order to hold the jobbing house on the telephone contract which the retailer said he made with it, it was first necessary to show that the jobbing house made the contract by accepting his order. Right here is the keynote of all cases involving the validity of contracts or arrangements made by telephone.

The jobbing house, like all other principals, was responsible for the acts of its employees or agents, within the scope of their authority, and the Cincinnati retailer could have fastened this contract upon it by proving that he telephoned it to some member of the firm or to some employee. But he would have had to prove who the person was, and in this case he couldn't do that. He didn't know the voice, he didn't ask the name, and he couldn't positively swear that it was an employee of the house, or even that he talked with the jobbing house at all. The court therefore held that there was no proof whatever that the contract was ever made with the defendant and dismissed

the case. Any court in the land would have held the same.

The principle is thus stated in a leading case: "Evidence of a conversation by telephone between the plaintiff and some one at the defendant's place of business is not evidence against the defendant without proof of who the person at defendant's place of business was." The fundamental principle is that to bind anybody, the party to a telephone contract or conversation who seeks to hold the other party to it, must prove clearly who the other party was, and that he or some one through him, is in a position to be bound.

Once the identity of the other party is proven, the contract, or whatever it was, is as good as if it had been made with the parties within sight and arm's length of each other, and is judged by the same standard. This applies not only to such cases as that tried in Ohio, but to what would be the converse of that case, i. e., where a seller claimed to have sold certain goods by telephone, but was unable to identify the voice of his supposed buyer or prove who he was. It would also apply to admissions said to have been made over the telephone, as in a case known to me, where a creditor who had never seen or talked with a certain debtor, called him up by long distance telephone, got somebody he supposed was the debtor and talked with him about the debt. During the conversation the supposed debtor admitted the debt. It wasn't paid, and the creditor brought suit. The debtor put in a defense, and the creditor to offset this tried to testify of the debtor's admission of the debt by telephone, but the court stopped him when he said he couldn't identify the voice and in fact didn't certainly know who he was talking to.

(Copyright, April, 1913, by Elton J. Buckley.)

Question: H. A. Hanewald, Detroit, Mich.—On or about the 26 of December, 1912, I purchased from the American Cash Register Co. one second-handed cash register, paying \$10 on contract, and was to pay \$7.50 per month. I notified them at once that the cash register was defective, which they noticed about a week after receiving it. They sent their repair man to repair it, but he did not better it any, and it was worthless to me, and I refused to use it. I then returned it. They insist upon the balance and hold my contract. Please advise me what to do in this case.

Answer.—Your status here depends on the contract between you. You may have agreed to take the register "as is." Read your contract carefully again. If you did not, the register must of course work, or you can reject it and not only refuse to pay any more on it, but you can demand the return of the \$10 already paid. There is at least an implied warranty that the cash register will do the usual work of a cash register, and if it does not, the seller, particularly when he is the manufacturer, cannot insist on the buyer keeping it.

Question: Geo. L. Issermoy, Hokendauqua, Pa.—On October 10, 1912, J. Frank Reed, of Allentown, representing the C. F. Ware Coffee Co., of Dayton, Ohio, sold me baking powder, 125 quarter-pound cans, 125 premiums and 2-piece breakfast set for \$13, for which I hold a duplicate copy. About four weeks later I received an invoice of the C. F. Ware Coffee Co., of Dayton, Ohio, of \$9.60, invoice calling for 1-pound baking powder and altogether different premiums from what I bought. I wrote a letter the next day to the C. F. Ware Coffee Co. and told them that I would not accept the goods as they were not what I ordered. I also notified the station agent that I would not accept the goods. I wrote two letters—the last one I registered—and told them I never accepted the goods, but they paid no attention to my letters and kept on sending statements. They are now in the hands of a receiver and they have sent me statements.

They have now placed it in the hands of an attorney for collection.

About six weeks ago the C. F. Ware Coffee Co. ordered the station agent at Hokendauqua, Pa. to return the goods.

I never touched the goods because they did not send me what I bought.

Can they collect anything from me?

Answer.—On your statement of facts the Ware Co. has no claim against you, and their attempt to





## The Shelf Will Tell the Story

¶ If you are looking for merchandise that is easier to sell because it is different, and because it therefore has a talking point, you have it in **Private Estate Coffee**. Out of a shelf full of ordinary coffee the little one-pound **Private Estate** burlap bags will stand sharply out. Look at the cut—you can see the distinctiveness yourself.

¶ **Private Estate Coffee** is a rich blend of Mexican and other beans, largely Mexican, and it will hold and deepen all the good impression that the little bag makes.

**PRIVATE ESTATE COFFEE COMPANY** 21-23-25 Fulton Street  
NEW YORK  
FULTON MILLS Successors to F. A. CAUCHOIS & CO.

## Sell Package Prunes

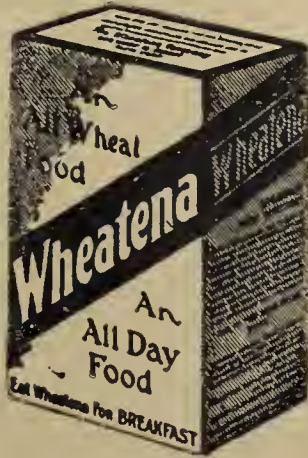


¶ By which we mean **U-Say Selected Sun-Cured Sanitary Prunes**. You save all the labor of digging, weighing, wrapping, and the goods please more. They are clean, dustless, fresh and moist.

¶ **U-Say Prunes** don't depend entirely on the package principle for their success—they are a very superior grade of prunes to begin with.

¶ Five sizes, retailing for 10, 12, 15, 25 and 60 cents.

**BEH & HERTER, Sales Agents**  
140 Franklin Street, New York



## It's a Pretty Good Proposition

If you don't sell **Wheatena**, let us tell you you are missing something. We know of no other cereal with half the steady repeating power. It sells and sells and sells.

Why? Because it is wholly different from other breakfast foods, and is therefore a welcome relief from the rank and file of conventional brands.

Guaranteed till it reaches your customer's spoon.

**THE WHEATENA CO., Rahway, N. J.**  
Member of the American Specialty Manufacturers' Association



## Franklin Carton Sugars Include All Active Selling Grades

*And are packed in 24, 48 and 60-lb. containers*

FRANKLIN CARTONS save time, prevent loss by overweight, save bags and string. We do the "factory work" of *packaging* the sugar—you do the "store work" of selling it. The saving of time, overweight and string enables you to make a positive profit on sugar instead of a loss. You can sell any grade of sugar your customers want in the convenient, sanitary carton; the capacity of the containers enables you to buy in the most convenient quantities.

**THE FRANKLIN SUGAR REFINING COMPANY, Philadelphia, Pa.**

"Your customers know FRANKLIN CARTON SUGAR means CLEAN SUGAR"



make a claim in court would be thrown out. Assuredly they cannot make you pay for what you did not buy, unless you accepted it, which you did not do. I should see the lawyer who is representing them—if he is near—and show him your copy of the invoice. If it bears out your statement he will advise his clients that they have no case.

Question: R. S. Titus, Sayre, Pa.—Have taken over stock of another grocery. They have 100 pounds of baking powder, of which I am sending you a wrapper. I agreed to take it if it complies with our pure food laws, but would not shelf or accept until I hear from you. My idea is it is not up to the law, for they did not shelf it.

Answer.—On the end of the box appeared this label: "Caution. Phosphate goods should always be mixed with cold milk or cold water." The main label bore the name "Alderney Baking Powder," with the usual recipes and directions, without any revelation of the character of baking powder this is. I scarcely feel that I can advise about this powder intelligently without knowing what kind of a powder it is—phosphate, alum or cream of tartar. The label on the end impliedly represents that it is phosphate, but if it is, it seems strange that the manufacturers didn't say so directly, as I understand phosphate baking powder has a better reputation than either of the others. The point is that if it is not a phosphate powder it is misbranded.

I suggest that you write the Kenton Baking Powder Co., Cincinnati, Ohio, manufacturers of "Alderney," and after telling them the facts, ask what kind of a baking powder "Alderney" is. If they tell you, write me again and I will tell you whether its present label is legal or not.

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

## THE STROLLER'S COLUMN



### My Views on the Taxation Business.

Holy crikes, if it ain't one thing to worry over, it's another. I ain't had one good night's sleep since I heard they were going to pass an income tax.

Every man that makes over \$4,000 a year gets soaked. Ain't it tough? I can't eat my meals for fear I'll make more'n that by the time they pass the tax. If they'd only put it over now my tax would be something like minus a dollar and sixty cents. The Government would owe me money, but it would be just my luck to have my wages go up by that time so's I'd have to pay some of it over.

I know what the fat rich feel like now. All the same, they ain't gwine git me without a fight. The minute I hear the tax is on and the dog catcher's been sent out with a net for me, I'm gwine hide down cellar and I won't make a copper till he's done gwine by.

That's me. Down with gov'ment!

All you fellows are in it, too. There ain't one of you makes less'n \$4,000 a year. Why you make that much out of sugar alone. It serves you right; you hadn't ought to be so plumb prosperous.

I'm thinking mighty hard of starting something about this tax business. If these English women can set places on fire just because we won't let 'em vote, why ain't we got the right to burn things because we're taxed up to the neck? One of my customers was talking to me the other day about his taxes. He put his grocery business into a corporation last year and he was telling me the way they soaked him.

"In the first place," he said, "I had to pay a lot of money just to be a corporation. That cost me something like \$300. Then when the year came around I had to pay a big tax on my capital stock. I had just paid a tax on all the real

estate I own, or my wife had to, which is the same thing—it's in her name—and then the mercantile tax. It's something awful—it made a fearful hole in my year's profits. And now comes the income tax and if I happen by working hard to make more than \$4,000 in a year, another levy goes on. Why it's getting as bad as Russia!"

"All your own fault," I said out of comfort.

"Why is it?"

"You have no business to own so much," I said. "It's easy enough to get out of it."

"Fifty dollars cash for you if you'll tell me how."

"It's a legal contract," I said, "and if you welch on it I'll have you arrested. Do less business, that's all. The less business you do the less mercantile tax you pay and the less money you'll make. And if you get it below \$4,000 there's no income tax. Why it's a cinch! Gimme the \$50."

"You forgot one thing," he said, "what about the taxes on the property? I suppose I could burn the property down!"

"Sure," I said, "or sell it and put the money into prunes. There ain't any tax on prunes yet that I've heard of."

He sat and looked at me for two or three minutes without saying anything, just admiring me.

"You have certainly got a big head," he said, "pity there isn't something in it."

Understand, that shot was just after I'd put myself out to help him!

Speaking about taxes, the only real happy man I know is a darkey that hangs around my boss's store, picking up odd stevedore jobs and things like that. A dollar to a cent he wouldn't know a tax if he saw one. He don't own a darn thing to pay a tax on and he makes a few dollars a week, just enough to put

with what his wife makes washing to keep 'em alive. He don't care a blame whether you and me have to pay a tax on our rubber collars, or whether Caruso's windpipe is busted, or whether overcoats have belts on or not. Happy? Why it's the only life to live!

The minute you go into business the Government puts out a fellow to sit up and watch you so's it can grab something if you make good. By gad, it don't even wait till you make good—you've got to pay the tax anyway. I know dozens of fellows who ain't really making a dollar out of their stores, but they have to pay their mercantile tax all the same, even if they've got to borrow the money to do it. It ain't right, but you'll have to send me to Congress to fix it. Nobody else is looking after it that I can see.

I'll guarantee to fix it if I can once get to Congress. I'll get in a law that puts the tax where it belongs. I'll put a tax on whisker and arrest every fellow that shave 'em off to get out of paying it. I'll put a tax on big feet—a man that takes up that much more room ought to pay for it. I'll put a tax on getting soused; it's worth it.

Ain't that the right idea?

THE STROLLER.

Rhubarb is very cheap, averaging 2½ cents per bunch. Most of it is from nearby points and the demand is good.

**\$2,000,000 Paid for Waste**

**Paper in Pennsylvania**

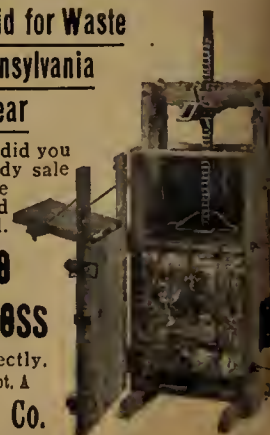
**Last Year**

How much of it did you get? There is ready sale for all your Waste Paper, Pasteboard Boxes, etc., if baled.

**The Buckeye Paper Press**

does the work perfectly. Write for catalog. Dept. A

**Buckeye Baler Co.**  
FINDLAY, OHIO







## Don't Let Customers Complain Both of Quality and Price

The best way to make people feel easier about the high prices of butter is to sell them butter that pleases them to death.

**Gurnse** butter. The price is high on **Gurnse**, as it is on all other butter, but it is gilt-edged value for the money and nobody will ever complain of the quality. Woe betide you if your customer complains both of price and quality.

A fancy dairy butter, made by us in our own way. Wrapped in brine-dipped parchment and sealed in carton.

Packed in 20, 30 and 50-pound boxes — pounds and half pounds — 43 cents.  
Prices subject to market changes.

**P. F. BROWN & CO.** 39-41-43 SOUTH FRONT STREET  
PHILADELPHIA, PA.

## The biggest ad-

vertisement for **Fels-Naptha** soap is **Fels-Naptha** soap itself.

The education of women of the home to the special value of **Fels-Naptha**, by practical experience with it, is a continuous, strong advertisement that is steadily making for more permanent sales for the dealer.

*Fels & Co.*  
PHILADELPHIA



# BURK'S MEAT LOAF

## Seasonable Throughout the Year

Composed entirely of fine selected meats—contains no flour or cereals. Baked fresh daily in loaves of about six pounds.

Makes a quick and delicious breakfast sliced and fried in a little butter.

Cut in thin slices it can also be served cold for luncheon or warmed in the oven in one piece to take the place of a roast.

**MEAT LOAF** was originated by us, now imitated by others, but none equal to Burk's, which is prepared from only the choicest materials.

# BURK'S PASTRY LARD

## IN ONE-POUND PRINTS

This lard is open kettle rendered, absolutely pure and prepared in the most careful manner from the fat of young corn-fed pork. It contains no stiffening and as none of its original properties have been extracted, it is rich in oil and especially adapted for fine pastry.

Wrapped in parchment paper, resembling in size and shape a pound print of butter, making a clean, sanitary and ever ready package.

Desirable at this season of the year as housekeepers prefer to buy lard in small quantities, the limited capacity of an ordinary refrigerator preventing the storage of the usual three and five pound can.

Economical for the dealer, as it saves all draughts and possible overweight during a rush or through the indifference of clerks, and makes unnecessary the use of wooden trays and similar contrivances.

Made additionally attractive by the use of the blue and white label which makes Burk's products so distinctive wherever displayed.

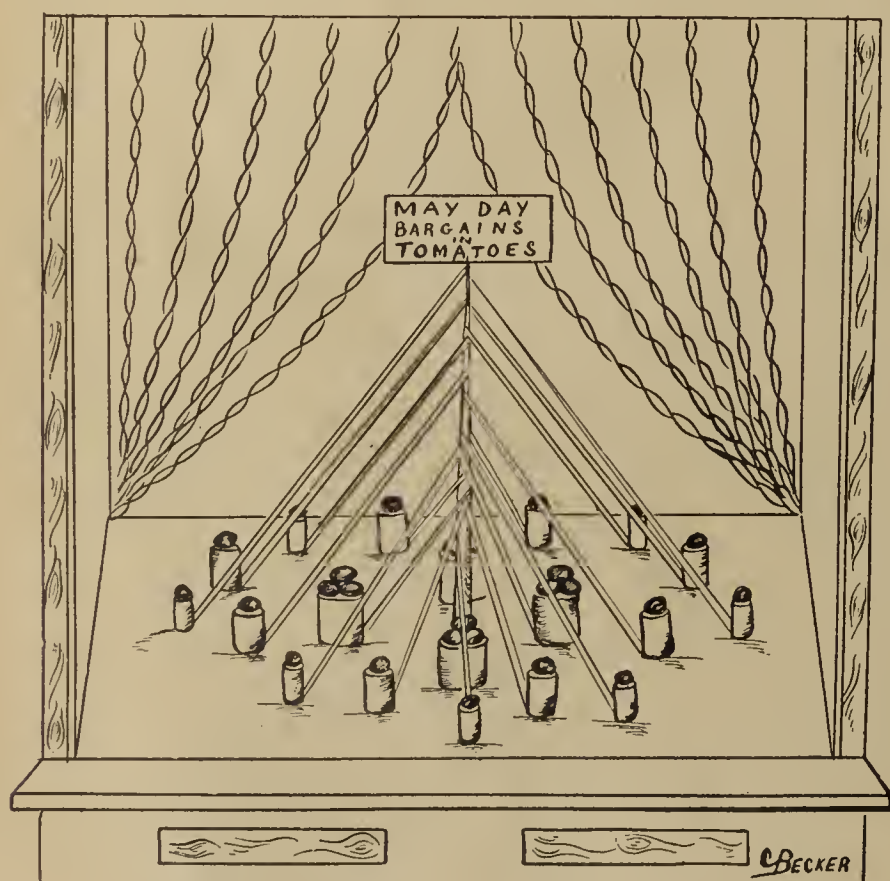
**LOUIS BURK**  
Girard Avenue and Third Street  
PHILADELPHIA





### May Pole Display.

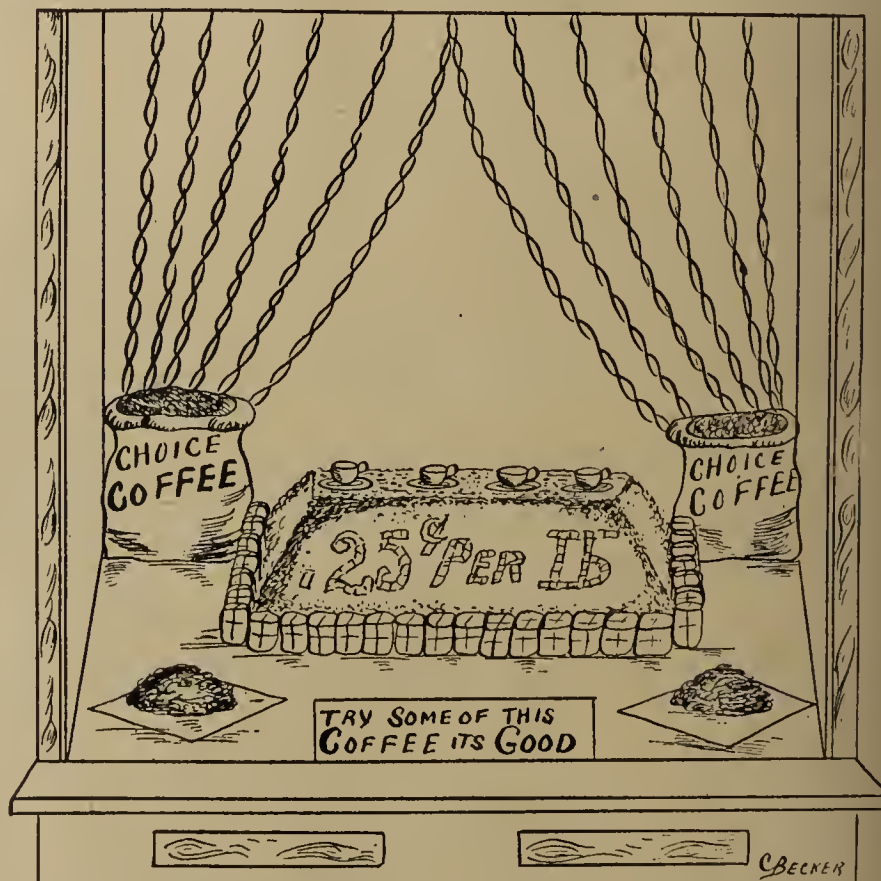
May day will soon be here again. Use the old time Maypole as a window decoration. It's always attractive and especially if it's bargain day. The illustration shows canned and fresh tomatoes as articles offered at the bargain price, but the grocer can please himself as to this; another article is just as much appreciated by the customer. To arrange this display, first cover the bottom of the window with green crepe paper. Nail a neat little round stick in the centre of the window for the Maypole and on top place a neat white sign card with black



letters. Cut pink crepe paper in strips and about two inches wide. Now start at the bottom of the pole and wrap them around, placing the one end under a large can of tomatoes. Wrap the next strip higher and place the one end under a medium can of tomatoes, and the last strip wrap towards the top and place the end under a small can of tomatoes, the kind that is used for soup flavoring. Place some choice fresh tomatoes on top of each can. Make the background of twisted strips of the pink crepe paper.

### Coffee Display.

Coffee is always a good selling article, but a window display of it helps it along. Here is a neat one sure to please. To arrange this display, first cover the bottom of the window with white crepe paper. In the centre in front place a sign card with lettering as illustrated. At each side, on white paper napkins, place a little pile of it, ground. In the centre at the rear place a long box, or make a platform about one foot high. Make a slant of boards from this at the three sides and on them place some bags—this will prevent the coffee from slipping. Cover



the slant and top with the loose coffee after placing a row of coffee in bags all around the bottom. The price per pound is placed on the large slant in front with loaf or Domino sugar. On top place a few coffee cups and saucers. At each side place a large burlap bag with the word coffee painted on them. Roll the top around and display the coffee. The bags can be made fakes by filling with something else and just placing a little coffee at the top. The background is made of twisted strips of the white crepe paper.

### Montgomery Ward's New York Branch Will Open May 1st.

Current reports to the effect that Montgomery, Ward & Co., the big Chicago mail-order house, will establish a branch in New York is confirmed by advices from headquarters. The company has se-

cured adequate room on the New York Dock Co's property in Brooklyn. The chief interest in the venture in the grocery trade is connected with the announcement that one of the activities of the concern will have to do with that branch of business. The Chicago report

states that this branch will be very actively looked after and that it will be under the immediate supervision of J. M. Kenney, who has a wide experience in that field. Mr. Kenney is now in Chicago and is not expected back in New York much before May 1st, on which

date Montgomery, Ward & Co. expect to start their New York venture.

Three dollars is top price for peas, which are mostly poor. North Carolina has begun to ship. The demand is fair.



Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

## General Merchant

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ELTON J. BUCKLEY,  
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DAVID EZEKIEL,  
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## The Effect of the Wisconsin Case Decision on State Food Laws

**Counsel for Pennsylvania Dairy and Food Department Gives Opinion. Says State Still Has Power to Regulate Sale of Food Products Within Its Own Borders, Which is True but Not Quite in Point. Another View as to the Effect.**

The chief counsel of the Pennsylvania Dairy and Food Department, Col. A. H. Woodward, has given Commissioner Foust an opinion as to the effect of the United States Supreme Court decision in the Wisconsin case, published last week, upon the present Pennsylvania food laws and those now pending in the Pennsylvania Legislature. The opinion was given with special reference to Pennsylvania, but it is probably just as applicable to other States, for the decision would be apt to have the same effect upon the general food laws of one State that it would have upon the general food laws of another, because the phraseology in many cases is precisely the same. The opinion follows:—

After a careful examination of the opinion, as well as an examination of the authorities therein cited, with most of which I was already familiar, I beg to submit the following:—

So far as I know there are no laws of the State of Pennsylvania whose enforcement are committed to your office that are, in my opinion, affected in any way at the present time by the opinion in the Wisconsin cases. As I understand the opinion of Mr. Justice Day, it decides that a statute of the State of Wisconsin is inoperative, unconstitutional and in conflict with Federal law wherein such statute reads as follows:—

Third.—In case such mixture shall contain glucose in "a proportion exceeding 75 per cent. by weight, it shall be labeled and sold as 'glucose flavored with maple syrup,' 'glucose flavored with sugar syrup,' \* \* \* 'glucose flavored with refiner's syrup,' \* \* \* as the case may be. The labels \* \* \* shall bear the name and address of the manufacturer or dealer \* \* \*. In all mixtures in which glucose is used in the proportion of more than 75 per cent. by weight, the name of the syrup or molasses which is mixed with the glucose for flavoring purposes and the words showing that said syrup or molasses is used as a flavoring as provided in this section, shall be printed on the label of each container of such mixture \* \* \*. The mixture or syrup designated in this section shall have no other designation or brand than herein required that represents or is the name of any article which contains a saccharin substance; \* \* \* nor shall any of the aforesaid glucose, syrups, molasses or mixtures contain any substances injurious to health, nor any other article or substances otherwise prohibited by law in articles of food."

You will note that the complaint against McDermott charged that he did unlawfully have in his possession with intent to sell, etc., a certain article, etc., composed of more than 75 per cent. glucose and less than 25 per cent. of cane syrup, said cane syrup being then and there mixed with said glucose, and that the can containing said compound and mixture was then and there unlawfully branded and labeled "Karo Corn Syrup," and was then and there further unlawfully branded "10 per cent. cane syrup, 90 per cent. corn syrup," contrary to the statute, etc. As to Grady, the complaint was similar to that against McDermott, except that the label designated the mixture as "Karo Corn Syrup with cane flavor" and added "corn syrup 85 per cent."

The particular part of the Wisconsin statute to which I desire to call your attention is that part which states that "the mixture or syrups designated in this section shall have no other designation or brand than herein required that represents or is the name of any article which contains a saccharin substance." I call your attention to this particular clause of the Wisconsin act because, to my mind, it is the clause which rendered the act unconstitutional and in violation of Federal statute under the facts cited by Justice Day. It is well to note these facts: The plaintiffs in error were retail merchants in Oregon, Dane County, Wisconsin. They had purchased from wholesale grocers in Chicago twelve half-gallon tin cans or pails of "Karo Corn Syrup," marked as stated in the complaints. These cans were shipped in wooden boxes. When they were received at the stores of the respective plaintiffs in error the boxes containing them were broken open and the contents thereof removed and placed on the shelves of the respective purchasers for sale at retail. It was for the sale of these cans, or some of them, by the retailers, who were also the importers, that the appellants were arrested and convicted.

Under the statute of Wisconsin these tin cans containing the glucose or corn syrup were required to be branded "glucose, flavored with refiner's syrup," and also under said Wisconsin statutes the label already upon the can, to wit: in the case of McDermott, "Karo Corn Syrup, 10 per cent. cane syrup and 90 per cent. corn syrup," and as to Grady, "Karo Corn Syrup with cane flavor corn syrup 85 per cent.," would have to be removed from the can before sale, offering for sale, etc., as the Wisconsin statute provided that the mixture \* \* \* shall have no other designation or brand than herein required, etc.

In this connection you will note that the Act of Congress relating to food and drugs provides for a seizure of adulterated or misbranded food or drugs which are the subjects of interstate commerce, while actually transported in interstate commerce, and also while the goods remain "unloaded, unsold or in original unbroken packages."

The decision of Justice Day declaring the Wisconsin statute unlawful, in my opinion, is put upon the ground that said statute requires the obliteration and destruction of the original brand or label upon interstate articles of commerce. The Supreme Court holds in this opinion that under the Act of Congress, as a necessary incident for the enforcement of the act, the goods, the subject matter of the interstate commerce, are seizable by the Government, not only while in process of transportation, but after arrival at destination and remaining unsold, and that for the purpose of enabling the Government to enforce the statute, such goods must necessarily be preserved with the same labels or brands upon them while remaining unsold in the hands of the importer as when said goods were shipped, and that therefore an act of a State which requires the obliteration and destruction of such labels or brands is an act that unlawfully interferes with the enforcement of the United States statute. Justice Day decides that in order to carry out the purposes of Congress in the enactment of the Food and Drugs Act effectually, it is necessary to provide the means of inspection, examination and seizure, and that therefore an act of any State which interferes with, obstructs or destroys the means of inspection, examination and seizure is in conflict with the Federal law and is, therefore, void.

There is nothing in this decision which affects previous decisions as to the control which Congress may exercise over commodities imported from outside the State into any State or territory further than I have stated. This decision does not affect, so far as I can see, the decisions of the Federal courts as to what constitutes an "original package." It does not affect the control which the State may exercise over commodities imported from another State or country except while such commodities remain unsold in the hands of the original importer, or except by preventing the destruction or obliteration of the label or brand under which such article was originally imported into the State. I think the decision does go so far as to prevent a State by statute from requiring the obliteration or destruction of a label or brand contained upon an article of food or drugs which has been imported from another State, etc. It does not prevent the State from requiring an additional label. It only protects from obliteration or destruction the original label.

I know of none of our State laws which exclude or require the obliteration of any label placed on foods by the manufacturer that would be recognized as lawful under the United States Food and Drugs Act. As a rule our laws are positive in their requirements and not negative, and certainly we have no labeling requirements that would require the destruction of a manufacturer's label that is in conformity with United States laws and the substitution of a State label for the same.

This decision might affect the question of the advisability of prosecution on labeling or misbranding features of our laws where the article is imported from another State or country, or where the label has been approved by the United States Government, but that is a question which will have to be determined in each case as it arises.

I am clearly of the opinion that this case is not susceptible of the construction given to it or attempted to be given to it, and certain claims made as to it by attor-

neys representing food manufacturers and importers, viz.: That it permits the sale in the State of any food labeled in accordance with the United States Statute regardless of the question whether such food is labeled under the State statute. Food importers will still be required under our law to have their labels conform to our law, but under this decision we may not pass a law which in effect requires the destruction of the original label under which the article of food has been imported.

A. H. WOODWARD.

Certainly the decision referred to will affect Pennsylvania law and render them inoperative in every such case as this, for instance: The Pennsylvania law, for illustration, might require all goods containing benzoate of soda to say so on the label. The Federal law might not require a disclosure of benzoate on the label. Bottle of cider, packed one dozen in a box is shipped from a New York State jobber to a retailer in Pennsylvania. It contains benzoate but does not say so on the label. Under the decision in the Wisconsin case the State authorities cannot prosecute this cider, on account of misbranding, for the reason that it is held under the decision in the Wisconsin case, to be a part of interstate commerce and because the bottle is the original package. The facts on which this illustration is based are wholly imaginary; the fact is that both Federal and State laws require benzoate, when present, to be stated on the label.

Of course a State still has unimpaired the power to make and enforce food laws, but its power is cut off to enforce its laws against products which the United States Supreme Court now hold are a part of interstate commerce.

### Big Meat Packers Start to Fight Sausage Ruling.

**Ask the Courts to Prevent Enforcement of Ruling Limiting Amount of Water in Sausage to Three Per Cent. and Amount of Cereal to Two Per Cent. Court Refuses Injunction and Matter Will Go Higher.**

The big meat packers are not satisfied with the Federal ruling that not more than 3 per cent. of water and 2 per cent. of cereal could be added to sausage, and have taken the matter to the court choosing St. Louis, Mo., as the place to try it. As reported at that time, this order went into effect April 1st, after the packing interests had tried to have it modified.

Advices come from St. Louis that an application was made to the



United States Court in behalf of the St. Louis Independent Packing Co. for a temporary injunction to restrain Secretary of Agriculture Houston from the enforcement of the sausage order which limits certain in sausage to 2 per cent., and water in sausage to 3 per cent. The president of the St. Louis Company is Gustav Bischoff, Sr., who is also president of the American Meat Packers' Association.

The attorney for the Government argued at length in support of the sausage ruling, quoting the State of Pennsylvania, which prohibits all cereal in sausage, and also the opinions of European scientists. The whole argument was based on the point that the regulation was for the purpose of preventing deception. The answer of the packers was merely that the ruling would work great hardship and loss to the packers.

The court considered the matter for a few days and then refused the injunction. An appeal was at once prepared and will be taken before the United States Circuit Court of Appeals, which will hear the case in May.

#### AMONG THE TRADE.

Joseph M. Craven, the butter and margarine dealer, of Chester, who was recently convicted in the United States District Court of selling oleomargarine without paying a government tax, was fined \$1,000 and the costs of prosecution by Judge Thompson during the week. According to charges of Government officials, Craven shipped a quantity of oleomargarine from Chester to the Independent Provision Co. in this city as pure dairy butter. In imposing a fine Judge Thompson took into consideration that it was Craven's first offense and also the defendant's promise to engage in other business.

The retail grocery firm of Thompson Brothers & Co., Oak Lane, Philadelphia, went into bankruptcy last Monday at the instance of Harry L. Kneedler, wholesale meat dealer, to whom the firm owe \$5,641.47; Edgar J. Thomas, to whom they owe \$1,089.90, and Alfred Lowry & Co., whose claim is \$465.13. The total liabilities are about \$15,000, and the dividend will likely be very small. The firm has done \$1,000 a week and its collapse was due entirely to bad management.

# Used in Dozens of Dishes



## Borden's Peerless Brand Evaporated Milk Has a Big Sale for Cooking Purposes

BORDEN'S EVAPORATED MILK is not only used for tea, coffee and cereals at the table, but many delicious dishes can be made from it. It is better than raw milk for many dishes, because it is so rich and creamy. Encourage your customers to bake cakes, cookies, doughnuts, to make soups, pies and croquettes with BORDEN'S EVAPORATED MILK. They will be pleased with its flavor and quality and will become steady purchasers, thus increasing your sales. All your customers buy milk and YOU ought to sell it to them; you can if you try. BORDEN'S EVAPORATED MILK is made by the most modern process—only the water is taken out of the milk and absolutely nothing is put into it. Our constant advertising and established reputation makes BORDEN'S EVAPORATED MILK easy to sell.

## Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857

NEW YORK



### WHAT TO TELL CUSTOMERS

"You can always depend on BORDEN'S EVAPORATED MILK because it is made from the richest cow's milk by a sanitary process that preserves all its food value and creamy richness. Try it this week."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## The New York Letter

**Comment on Alleged Laxity in Enforcement of Federal Food Law. Progress of New Wholesale Grocery Merger. Greeks Want Two Cent Duty Removed from Currants. Various Trade Items and Market Summary.**

Special Correspondence of "Grocery World and General Merchant."

New York, N. Y.,

April 24, 1913.

Laxity in the enforcement of the Federal food law is said to be a temporary result of the readjustment consequent upon the new administration taking charge and the period of readjustment. Some of the manufacturers and importers say that there has been a loosening of the bars here and there. They ascribe this in part to the fact that the reorganizations of the food and chemical bureaus have not been completed and that affairs seem in a transitional stage. It is said that some of the officials who have held over are naturally pursuing a cautious policy since they do not know as yet whether or not their tenure of office is to be continued permanently under the new administration.

In some quarters there is a sentiment that the new officials and those who hold over may well make some changes in the policy of the department on various matters. It is urged, however, that any changes to be made in policy should be outlined without delay, as the unsettled conditions are unfair to manufacturers and merchants who are honestly trying to comply with the letter and the spirit of the laws.

Those manufacturers and importers who have been advancing the standards of their supplies to meet the requirements under recent regulations are likely to be put at a disadvantage if there is any loosening of such standards, as others can enter the market with cheaper products and compete unfairly. In fact, it is said that something of this kind is already occurring here and there.

For these reasons, hope is expressed that the new officials at Washington will not lose any time in making clear their attitude on all doubtful points in relation to the interpretation and administration of the food law. Especially is it hoped that they will promptly bring the various divisions of the department into close co-operation so that there may be a smooth and

uniform administration of the law, treating everybody alike.

\*\*\*

Austin, Nichols & Co., the wholesale grocers, have leased from the Havemeyer & Elder Co. a plot of land covering an entire block on the East River water front in Brooklyn. The plot is bounded by city streets on three sides and by the river on the fourth. The streets so bounding the property are Kent avenue, Third and Fourth streets.

On this plot is to be erected a \$1,000,000 concrete structure with a frontage of 500 feet on Kent avenue, extending within seven feet of the river dock. On one side the building will have a railroad track running alongside it; on the other the river docks.

Harry Balfe, the secretary of Austin, Nichols & Co., says that this building will be the largest plant devoted exclusively to groceries in the world. The company, by establishing itself in this building, will obtain direct railroad and lighterage service to all of the transportation companies entering New York. The top floor of the new building will contain a restaurant for the company's employees.

\*\*\*

Importers of cheese are asking that a specific instead of an ad valorem duty be placed on the product. They express themselves as much pleased with the proposed reduction in the duty, but they say that because of the fluctuations in value at foreign ports the Government and the importers will be put to much trouble in assessing an ad valorem duty of 20 per cent. as proposed. They also say that an ad valorem duty would give the dishonest importer an opportunity to obtain unfair advantages in the valuations.

For these reasons the importers ask that the tariff bill be changed so as to substitute a specific duty of 3 or at most 4 cents a pound instead of the 20 per cent. ad valorem duty proposed.

These sentiments were conveyed to the Ways and Means Committee at Washington by Antonia Zucca,

who went to the capital for that purpose with a petition signed by most of the importers of cheese in this city.

\*\*\*

The Greeks in this city are agitating for the removal of the duty of 2 cents a pound on Greek currants. They say that this duty is about 90 per cent. ad valorem. The Underwood bill at present does not call for any change in the rate. The Greeks claim that the duty was originally placed on the currants in order to protect certain California growers who were experimenting in the hope of growing seedless currants in this country. The experiment has long since been abandoned, the Greeks say, and so there is no longer any good reason for adding to the cost of the workman's cakes and plum puddings by taxing the currants.

\*\*\*

The Department of Agriculture has sent out a notice of a case brought against Steinwender, Stofregan & Co., charging that firm with selling green coffee that had been adulterated. The coffee was shipped from New York to Kentucky. The Government charged that the green coffee had been coated to conceal inferiority. The fissures were filled with a carbonaceous material as a result of the coating.

It was set forth in the complaint that coatings have been used in the past, sometimes of talc, at other times of soapstone and in still other cases of a material containing plumbago. The Government's officials were unable to say exactly what kind of coating was used in the present case. But in any event, it was claimed, the coffee was adulterated and misbranded since it was sold as green coffee, when it was not green coffee, but coated coffee.

The charge was admitted and sentence suspended.

\*\*\*

The Pennsylvania Railroad has established a system of examining the employees in its dining car service so as to bar from the work any who shall have communicable diseases. This is a precaution that will add a feeling of more security on the part of patrons of the dining cars. It will also suggest the idea that the great armies of people who eat in the restaurants and hotels have no such protection at present. Perhaps the day of inspection of employees in all eating

places may yet come, for the tendency is to do more and more inspecting. City health boards that are inspecting so many kinds of business may yet turn their attention to this matter.

\*\*\*

The International Salt Co. stockholders held their annual meeting in Jersey City Monday. The report of President Mortimer S. Fuller showed an increase of \$189,025 in net earnings for the fiscal year ending with February 28th last, as compared with the preceding year. He reported improvement in market conditions and increased tonnage in the company's production. The outlook for the coming year he regarded as highly favorable except as to the possibility of salt being placed on the free list in the new tariff.

### SUMMARIZED MARKET CONDITIONS.

A better inquiry is reported in the spot coffee market. The business seems improving in some quarters, but most of the roasters continue to buy for requirements. Brokers expect, however, rather general improvement soon, as they say that supplies throughout the country are small. The indications of decreased supplies in Santos 4s and the Brazil strength are giving a better tone to the primary market.

A routine demand for teas continues. The aggregate of the business is, however, considerable. As the stocks in the country are light the distributors are obliged to replenish their supplies from time to time. Prices are generally steady except that Japans are rather heavy. Some of the brokers say that the stocks of Japans are not so great as most of the trade thinks.

Withdrawals of refined sugar are light and new business is at a standstill. Although the usual season of a big consuming demand is at hand the distributors are not in any hurry to acquire supplies. All interests quote 4.20 cents for fine granulated sugar.

Rice is quiet and steady for all grades. Distributors are not pushing the product and the tendency is to buy only for requirements. The South continues firm on prices.

Canned vegetables of nearly all kinds are moving slowly. Spot tomatoes, No. 3s, are freely offered in New York at prices ranging from 77½ to 82½ cents. Many of these



Supplies are held in the warehouses as the result of rejections or disputes over shipping orders and it is said that some of these goods are pretty well up to standard, although a large part of them may be below the standard and may even be classed as seconds. Some of the best packers are not trying to meet this competition and are not taking orders for less than 80 cents and from that up to 85 cents. Supplies of spot corn of desirable grade at 50 cents continue in fair demand but are now getting a little scarce. Fancy and standard corn of the best packs is held well up to quotations. There have been some sales of future fancy Maine corn at 87½ cents, but the leading packers are not seeking business below 90 to 92½ cents, according to brand. There are occasional sales of future fancy State corn at 70 to 75 cents at the factory, f. o. b. There is increased interest in the lower grades of peas as a result of the uncertain outlook for the new crop, but medium and lower grades are dull. There is much irregularity in the market for futures, and any trading is put through after much bargaining. String beans are quiet and steady. Complaint is made that the enameled tins resulted in deterioration of the last pack. Jobbing orders for California canned fruits are in moderate volume. Peaches are the most active article. Apricots, pears and cherries are selling in a fair way on jobbing orders. Southern fruits are quiet. Future Southern pineapple is getting some attention.

An improvement is noted in the movement of California dried fruits of various kinds. Spot prunes in the desirable sizes continue firm. The spring demand for apricots is active and the trend of prices is slightly upward. Spot peaches are selling slowly. Jobbers and retailers are well supplied with raisins and efforts to increase consumption have not produced any apparent effect in this part of the country, although they may have been more successful in the interior. Currants are firm; figs dull; carton dates are meeting with a good demand but bulk stock is selling slowly.

The new packing season for Maine sardines is well under way, but packers are in no hurry to make opening prices. The spring demand for salmon is slow and except in fancy grades the tone of the market is easy.

(Continued on page 17.)

# Keep well stocked with PEARL BORAX SOAP



When a customer asks for laundry soap  
**THAT WILL WASH WHITE GOODS PURE WHITE—**  
 sell her PEARL BORAX because it's PURE SOAP.  
**THAT WON'T HURT HER HANDS—**  
 sell her PEARL BORAX because it's PURE SOAP.  
**THAT WILL WASH A BLANKET OR A LACE CURTAIN—**  
 sell her PEARL BORAX because it will wash anything.  
**THAT WILL DO MOST PER CAKE—**  
 sell her PEARL BORAX because every cake is a FULL POUND—  
 sixteen honest ounces of hard, white, PURE SOAP, and it will do two  
 to three times as much as a cake of ordinary soap.

WHEN YOU SEE A CUSTOMER WHO DOESN'T BUY  
 HER SOAP FROM YOU—she's probably buying inferior soaps to get  
 inferior premiums. Persuade her to buy PEARL BORAX SOAP, and  
 tell her she can get high-grade gifts in exchange for the wrappers.  
 She'll buy PEARL BORAX always, and that means more sales for YOU.

## CHAS. W. YOUNG & CO.

Makers of Soaps of Merit

ESTABLISHED 1877

PHILADELPHIA



### WHAT TO TELL CUSTOMERS

"PEARL BORAX SOAP is as pure as can be made, and will not hurt the hands nor the finest fabrics. It contains no acid or other harmful ingredients, but it takes out stains and dirt like magic. Here's a list of gifts you get for the wrappers."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



# WITH THE EDITOR

As told briefly in another column, the grocers and marketmen of Milwaukee, Wis.,

## A Power Held but Not to Exercise.

to the number of about a thousand, have organized a company to operate an omnibus line in competition with the regular local line. The move is one of retaliation, as the local line recently announced that it was arranging to sell its employees groceries and meats at wholesale cost. Probably the idea will not prove popular, as it seeks revenge rather than public improvement, and even worse, will be viewed by the public as pure selfishness.

The fact that such a plan is in prospect, however, reminds one of the power that the merchants of a community always have if they could be brought to exercise it. It is true that every horse possesses the power to run amuck at any time, and if he started, his driver, no matter what he did, would be as helpless as an infant. Yet few run-aways occur, because the horse is a brute and ignorant of his strength.

The grocers of Philadelphia could in one week, if they would use the certainly simple expedient of working together, eliminate from the market any article which by reason of conditions permitted by the manufacturer, they were unable to sell at a profit. They could do anything they liked, in fact, with the retail market conditions of any product.

But they never will accomplish such results in the wide world, for they could never work together that closely.

The sponsor of the Pennsylvania bill requiring food inspectors to leave a portion of all samples taken with merchants, whose explanation

of his bill appears in another column, really missed the main reason for the passage of the act. The food inspectors now in the service of the Department do not manufacture evidence; that is all nonsense. Time was when certain insectors made *cases*, but that time is happily past. The main reason why

this bill should pass is so that the accused merchant may be able to employ his own chemist to check the conclusions of the State chemist. Chemistry is still an inexact and experimental science, and no man should be at the mercy of any one chemist's opinion, no matter how eminent and careful that chemist may be. All food samples on which it is proposed to bring prosecution should be analyzed by two chemists, one representing the prosecution, the other representing the defense, and, if they differ, the jury should judge which opinion they believe to be correct.

Mr. John W. Lux, president of the National Retail Grocers' Association, whose

## Some Sense From Lux.

term will expire next month, has made his chief impression as a writer of addresses usually read at conventions by somebody else. Some of these addresses revealed only labor on the part of the author, but he sends this journal a copy of an address on "The Merchant" which was to have been read at the Illinois State convention at Alton, Ill., last Tuesday, April 22d, which is in a large degree historical and a very worthy paper. In the course of it appears the following:—

I am not going to attempt to hold the retail merchants blameless for conditions that surround the retail trade. Many of them don't understand their business and make no attempt to learn it, which is of course a fatal mistake. They allow the politicians to fool them again and again, and seem to lack the force to resent it. Some of them are too careless, or too lazy, to look up the credit record of those who apply to them for credit, and often refuse credit to the worthy and extend credit to the unworthy.

A retail merchant to be of any real value to the trade must have power enough in his community to compel the politician to recognize him and use this power when necessary, and to be of any real value to his business he must be wise enough to know the man to whom he gives credit is good. The politicians make and execute the laws under which the merchant must work, and his customers either make or break him. So we find legislation and credits are the most important factors in the retail business.

This is somewhat blistering, but every word of it is true. The curse of the retail business is the men

in it who have no right to be there, and whose presence is an injury to themselves and to every one of their competitors. Get them out, and prevent others equally unworthy from coming in, and you have a condition which would seem much like the millenium.

A crude and badly phrased little law passed by the New Jersey Legislature shortly before it

## Amazingly Foolish.

adjourned, is being discussed all over the United States as an act "preventing price cutting," and as a "victory for fixed prices," and as the author of various other accomplishments for the saving of the trade.

The act is as follows, its various aims being divided into paragraphs and numbered so they can be more easily discussed. Each provision is referred to as it occurs:—

Be it enacted by the Senate and General Assembly of the State of New Jersey:—

1. It shall be unlawful for any merchant, firm or corporation, for the purpose of attracting trade for other goods, to appropriate for his or their own needs a name, brand, trade mark, reputation or good will of any maker in whose product said merchant, firm or corporation deals.

There is nothing new about this, except the prohibition against appropriating the "reputation or good will" of another. This language is obscure and for that reason probably meaningless. Even if it has a meaning, it is not new law, for there are already laws which penalize the stealing of another's property.

Or to discriminate against the same, by depreciating the value of such products in the public mind, or by misrepresentation as to value or quality, or by price inducement, or by unfair discrimination between buyers, or in any other manner whatsoever, except in cases where said goods do not carry any notice prohibiting such practice, and excepting in case of a receiver's sale or a sale by a concern going out of business.

This is amazing legislation, and the writer has a deep conviction that it will never be enforced, for the reason that it cannot be. A seller is forbidden to "depreciate the value of such products in the public mind," which literally enforced would prevent him from telling the truth at times. A consumer

in a grocery store points to two brands of package coffee and asks which is the better. The grocer who answers that the Java is better than the Rio violates this law for he is unquestionably "depreciating the value of the product in the public mind." If the law had forbidden *unfair* depreciation, it might be worth something.

Misrepresentation as to value or quality was against the law before this act was passed. The most meaningless portion is that forbidding a seller to discriminate against the products of another by "price inducement." In the first place that means nothing, but if it does it is invalid for it transgresses the fundamental right to sell one's own property at one's own price when not under a contract to do otherwise. The first attempt to enforce this will blow it full of holes.

An equal lack of meaning is to be found in the provision exempting from the act "goods that do not carry any notice prohibiting such practice." The writer has no patience to discuss such absurdities. Altogether this is one of the most mysterious and remarkable pieces of legislation that have ever slipped into the statute books of any State. It will never and can never be enforced.

Of course there was not a thing in most of the arguments used by the butter men and members of the Pennsylvania Legislature last Wednesday, against the bill allowing the

use of the same color in oleo that is legally used in butter, but restricting the sale so as to eliminate fraud. They said that coloring oleo would allow it to compete with butter—why not? Competition is what we want. They said that allowing coloring matter in oleo would be an infringement upon butter manufacturers, who by long use had acquired the right to it as a sort of trade-mark! You can't trade-mark a fraud. Coloring butter a deeper yellow than nature color it has always been a fraud. A mild and harmless fraud, perhaps, but still a fraud, and the contention that the butter interests have ac-

Last Wednesday's Arguments Against Oleo.



ired the exclusive right to the  
e of a fraud is a novel proposi-  
on, both legally and morally.  
oloring oleo is no greater deceit  
an coloring butter; in both cases  
e aim is to create an artificial and

deceptive condition, and one inter-  
est has as much right to it as the  
other. Perhaps this is no right at  
all, but while it is recognized by  
giving it to butter, it should also  
be recognized by giving it to oleo.

## The Noise of a Cut Price

The Philadelphia jobbing trade  
e being more or less constantly  
irred up by cut price drives made  
y the jobbers who sell for cash  
ithout salesmen. Manufacturers  
hose goods figure in these drives  
e receiving protests from the  
edit jobbers, based on the belief  
at such manufacturers have  
ven the cash houses a preferential  
ice. There are threats and  
unter threats, all this disturbance  
eing inspired by the fact that the  
ash houses are introducing com-  
petition that the credit houses  
annot meet. For instance.

One of the cash houses recently  
advertised at 85 cents per dozen,  
s a leader, a canned product for  
hich it paid 90 cents, not counting

the cost of doing business, which  
was probably 5 per cent. more. In  
other words, the concern sold for  
85 cents an article which cost at  
least 94 cents.

Naturally nobody could meet this  
unless he was willing to lose as  
much.

A certain other product sold in  
bags was recently quoted at 72½  
cents in 10-bag lots and 70 cents in  
50-bag lots. Two of the cash  
houses bought it at 70 and sold it  
at 72½. This, too, was under cost  
when the expense of doing business  
is considered.

A sale of canned tomatoes was  
made to a cash house recently at 80  
cents per dozen. They were resold  
at 81 cents, which was probably

2 to 3 cents below actual cost.  
Naturally nobody could meet any  
of these drives and escape loss,  
naturally they didn't want to make  
a loss, and so the thing stirred up  
a good deal of muss and inevitably  
lost business to the houses who  
didn't feel like matching the cuts.

It occurred to me when hearing  
about these cases that a cut price  
is able to make a noise wholly out  
of proportion to the real loss it in-  
volves.

For instance, suppose as the re-  
sult of the worst of these three  
cuts—the product that cost 94  
cents and was sold at 85—the cash  
house had sold two hundred cases  
of two dozen each.

Two hundred cases is pretty  
good results for one advertisement.  
Four hundred dozen at a loss of 9  
cents per dozen means a total loss  
of \$36! Doesn't sound so fatal,  
does it?

Naturally it is bad principle to  
sell live goods for less than they  
cost you, but figured as an adver-  
tisement pure and simple, I would  
be willing to wager that this \$36  
advertisement brought back more  
phenomenal returns than any ad-  
vertisement ever brought that ad-  
vertiser before. Brought returns

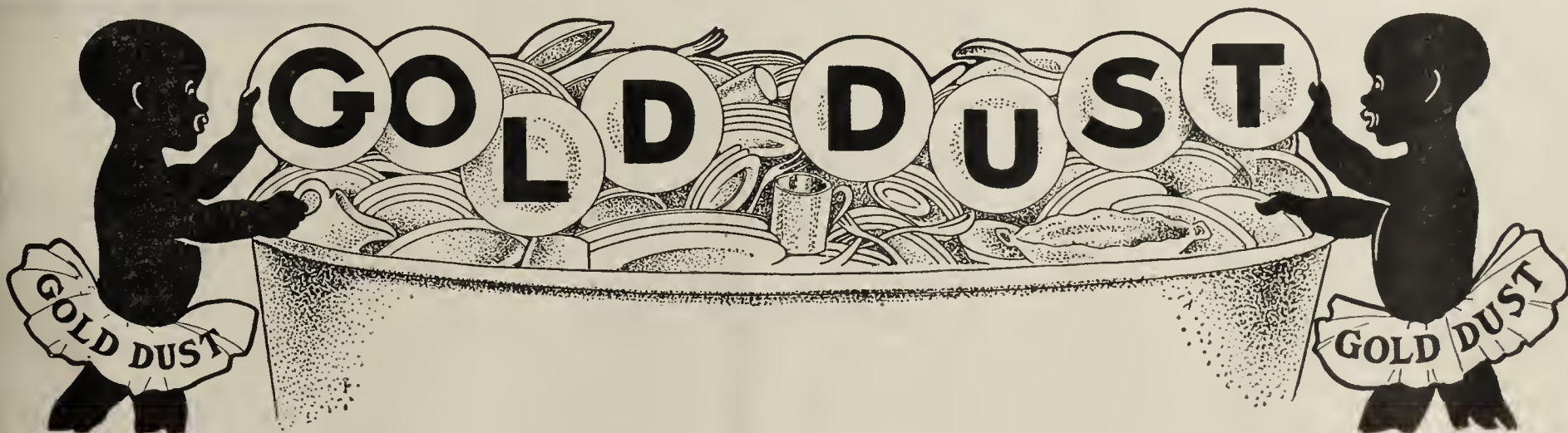
in two ways: First, by creating a  
reputation of close, cheap selling,  
which will bring future business;  
second, by bringing trade for other  
things at once. Doubtless there are  
plenty of buyers with nerve enough  
to order the drive alone, but usually  
they would not exercise it because  
they would fear that something  
would happen to prevent their or-  
der from being filled. Buyers  
know they are expected to buy  
other things and they almost al-  
ways do it. Making up the \$36  
from the other things is the sim-  
plest of all processes. E. J. B.

## If All Grocers

knew the increased profit to them  
in **Fleischmann's Yeast**, through  
the sale of flour and other grocer-  
ies, there would be more interest  
taken in the sale of this household  
necessity. The use of Yeast re-  
quires the use of flour, et cetera.  
Women generally buy these articles  
where they buy **Fleischmann's  
Yeast**. Aside from this, there is a  
fair profit in **Fleischmann's Yeast**  
and absolutely no loss.

Think it over you who are look-  
ing for increased business.

**The Fleischmann Co.**



All your customers know the "Gold Dust Twins." Why shouldn't they know the best-  
working and steadiest servants they ever had?

GOLD DUST does its work so well that word-of-mouth recommendation of woman to  
woman has been added to our extensive advertising in magazines, billboards, street cars and  
newspapers.

GOLD DUST has done as much for the grocer as it has for the housewife, for its wonderful  
reputation causes a wonderful sale and a steady stream of profits for him.

"Recommend GOLD DUST—Every sale means another"

"Let the Gold Dust Twins do your work"

**THE N.K. FAIRBANK COMPANY**

**CHICAGO**

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



## Bill to Give Merchants Part of Food Samples Will Probably Pass

**Sponsor's Reasons for Introducing It. Affords Great Protection to All Grocers. Oleo Coloring Bill Defeated. Governor's Veto of Bread Weight Bill Sustained. The Week's Record of Legislative Events of Trade Interest.**

Special Correspondence of "Grocery World and General Merchant."

Harrisburg, Pa., April 25, 1913.

As reported last week, the bill to compel food inspectors to leave with merchants a portion of all samples taken, passed the House—there were only five votes against it. Just prior to passage the sponsor of the bill, Mr. Kitts, explained its purpose in the following statement:—

Mr. Kitts.—Mr. Speaker, in my experience as an attorney, it has come to my notice that the Board of Health or other inspectors or some agent who is going about the county and city at large, taking samples of food for chemical analysis to determine into their purity and quality and standard, etc., often goes up to a store or stand or farmer's milk wagon wherein any article of food products are sold and slyly sneaks away a sample and two or three months later a prosecution may be brought, and the man who sold this particular stuff may be unaware of this intention and may be out of that kind of product and may not have a sample of that particular can of milk, and he is brought into court entirely unprepared to defend any prosecution for violation of the Dairy and Food Laws. I drew this bill to provide that when any Dairy and Food agent or Board of Health or any other inspectors should go to the vendor of anything known as food-stuff in this Commonwealth and take away a food sample for the purpose of later having it chemically analyzed, that at the same times he takes a sample away he shall hand to the vendor or man from whom he secures it, the same kind of a sample and in the same kind of a receptacle and marked the same for identification. Then that gives the vendor or farmer or producer a little notice of what he may expect, and he himself can go out and have his foodstuff analyzed and prepare himself if there should be a prosecution. For instance, let me recite a little experience: In my legislative district was a grocer, and one of the inspectors came along one day and said, "Give me a little lard." And he said, "I haven't any lard, but I have a compound." And he sold it to him for just what it was, did not misrepresent it; it was branded on the tub, and the analysis was given, and a month later they instituted a prosecution against that grocery man; and in the meantime he had sold out of this particular product and had quit dealing with the firm from whom they bought it, and when he sent on he could not get a sample, such as was taken and used in the prosecution; and you can see the disadvantage the vendors are placed in when suit is brought.

Mr. Speaker, I believe that in some cases the agents or inspectors manufacture evidence and the man

is placed at a great disadvantage. This bill is simply drawn and aimed to correct that difficulty. It requires that whosoever shall take a sample that that person shall give to the vendor a similar sample in a similar package, and on failure so to do that sample so taken cannot be introduced in evidence. It also provides for some penalty.

The bill has already been brought up in the Senate and has been referred to the Committee on Health and Sanitation.

The oleo interests had their "day in court" last Wednesday with a bill allowing oleo to be colored yellow, but went down to defeat. The bill was sponsored by the member from Allegheny County, the oleo center of Pennsylvania. Under it oleo could be colored, but could not be sold except in half-pound, pound, two-pound, three-pound and five-pound bricks or rolls, plainly labeled for what it was. Speakers for the bill said that it simply permitted oleo to obtain a market, to bring down the cost of living, and that the bill provided against fraud by most stringent regulations and penalties. Advocates of the bill proclaimed their absolute independence of any trust; said that the bill was simply in the interest of the poor man, who could not afford to buy good butter, but would be just as easily satisfied with good oleo, at a lower price, and that the bill was being opposed by the Creamery Trust, in the interest of a special privilege for themselves and their farmer allies.

There was heated discussion of the bill, the members representing the farming interests arguing that it would legalize deception, allow oleo to compete with real butter, and that the proposed yellow color would be an imposition upon the butter men, who had adopted it as a sort of trade-mark:

The bill failed by a vote of 142 to 45.

House Bill 1,086, which provides for the inspection of meat and meat food products, and House Bill 1,085, which aims to do the same thing, both came up in the House

during the week, but on motion immediate consideration on them was postponed. The bill would give inspectors access to any place meat or meat food products are stored or prepared for sale.

The Governor vetoed the bill which repealed the old bread bill passed about a hundred years ago, providing that all bread should be sold by the pound. The bill has been ignored for many years but still stood on the statute books as a menace to makers and sellers of bread, so House Bill 85 was passed to kill it forever. The Governor vetoed it on the ground that it "has been in force for more than a century. I am not advised that it has worked any hardship nor am I advised of any good reason for its repeal at this time."

As soon as the veto was received in the House, a movement was made to pass the bill over the Governor's veto, and Mr. Allen, the sponsor, made the following explanation of the purposes of the bill:—

This bill as stated in the veto, has been upon the statute books for more than 100 years—116 years—and at the time the bill was before this House for passage I called the attention of the House to the provisions of the bill which was a repealer for this law which stands upon the statute books.

"All loaf bread made for sale within this Commonwealth shall be sold by the pound avoirdupois; and every baker or other person offering the same for sale, shall keep at his or her house, or at such other place at which he or she shall at any time offer or expose for sale any such bread, sufficient scales and weights lawfully regulated for the purpose of weighing the same; and if any baker or other person shall sell or offer for sale any loaf bread in any other manner, the contract respecting the same shall be void; and the person offending against this act shall, on conviction, forfeit and pay the sum of \$10 for every such offense, one-half to the use of the informer, and the other half to the use of this Commonwealth; and it shall be the special duty of the clerk of the market, in any place where such officer is appointed, to discover and prosecute all persons offending against this act." Mr. Speaker, I submit as a matter of fact that this law has been on the statute books since that time, but I feel that the Executive has been illy advised in relation to the hardships which have been imposed on account of this act. I call your attention to a case cited in the "Weekly Notes on Cases, No. 3," a case which was passed upon in 1876, in which a man by the name of Johnston had been working for a man by the name of Kolb, and Johnston bought a loaf of bread from Kolb which he sold at 6 cents a loaf. Kolb was to furnish Johnston the bread at 5 cents a loaf. Johnston established a route for bread and had been working but about one month when Kolb, seeing that the route had been established, concluded that he would take over the route, and did take

the same away from Johnston. Johnston thereupon instituted a suit of law against Kolb to recover for his earnings and also on a breach of contract. The court in that case held that Johnston had no action because of the fact that the contract was null and void for the reason that he made a contract to buy the bread and sell the bread by the loaf instead of selling it as so much per pound. Then a motion was made to take off the non-suit which had been granted in the case, but that motion was overruled. This is but one of the cases which has fallen under this act and that act still stands to-day, and the courts now hold that if any wholesale baker were to sell and continue to sell for weeks and months bread in large quantities to any retailer, selling it to him by the loaf, and not by weight, that that contract is absolutely null and void. If I were to go to a retailer and that retailer were to sell me a loaf of bread for 5 or 10 cents, and he sells it to me in any other manner than by weight, I can make a charge against him under this law, and all the court can do is to fine him \$10 and I take one-half of the \$10 and the State takes the other half.

The only reason that I take up this time at this moment in making the explanation of this matter is that I do not want any veto to be read before this House, and appear upon any bill which I may have had introduced and passed in this House without attempting to show that the bill did have some merit. I do not expect this House to overrule the veto of the Governor, but I do expect myself to go on record as against the veto which has been entered against this bill, because I feel that the Governor has been illy advised in relation to this law.

## Don't Drive Away Trade

¶ The retail shops and stores presenting a dark and uninviting exterior and interior deliberately drive away trade.

¶ Why not consider the installation and use of Electricity and make your Grocery Store cheerful and attractive to the public? Electric Light and the use of Electric Signs act as a tonic in building up a business—Electricity is an advertisement as well as an illuminant.

**The Philadelphia Electric Company**

TENTH AND CHESTNUT STS.



The bill was then put to a vote, but lacked the necessary majority and the Governor's veto stands.

An effort was made in the House during the week to revive House Bill 1,208, amending the bulk sales law. The bill failed on final passage, as reported last week. On the vote to revive, 47 voted aye and 47 nay, so it was defeated again and is probably dead for the season.

It is generally agreed that there is not much if any chance of cold storage legislation at this session now. When the Cold Storage bill was reached in the Senate on Monday night last, having already passed the House, Buckman, of Bucks, asked that the bill go over for the present, and this is a request that is usually acceded to. There was no opposition. Directly thereafter there broke from the Senate Judiciary Special Committee the resolution offered by Kline, of Allegheny, providing for the creation of a legislative committee of five to investigate the cold storage subject, provide suitable legislation to govern it, and report at the next session of the Legislature. This was passed in the Senate and sent to the House, where it may or may not pass. The text of the resolution gives the purpose of the commission as follows:—

A concurrent resolution for the appointment of a Commission to investigate and report to the next session of the Legislature all matters pertaining to cold storage, and the preservation of food products, and the length of time goods shall remain under refrigeration or cold storage, and to the branding and sale of such articles and making an appropriation to meet the expenses of the said Commission.

Whereas, There has been, and is, considerable agitation regarding cold storage and the preservation of food products, as well as the length of time that goods shall remain under refrigeration or cold storage, and the proper branding and sale of such articles; and

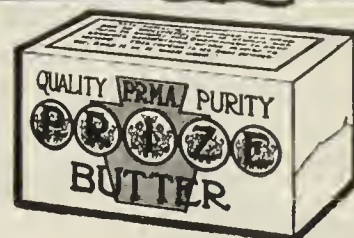
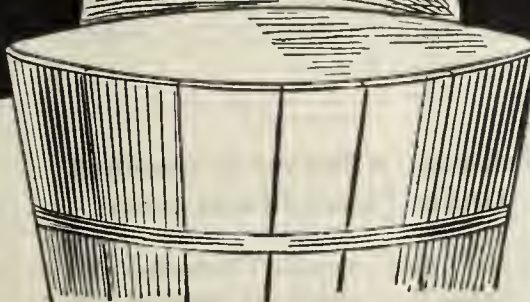
Whereas, It is of the utmost importance that a thorough and complete investigation and study of the whole matter of refrigeration and cold storage should be made at the present time; therefore be it

Resolved (if the House concur), That a committee of five members of the General Assembly, three to be appointed by the president pro tempore of the Senate and two by the Speaker of the General Assembly, to investigate at the earliest possible moment, and to report at the next session of the General Assembly, a comprehensive bill covering the following questions:—

1. The necessity of cold storage and the proper provisions for the protection of perishable products.
2. The value of such products to the producer and the community at the period of the greatest produc-

**PRIZE  
BUTTER  
IS  
PACKED**

**TO SUIT  
YOUR  
TRADE**



**PRIZE BUTTER** is packed in tub, carton or print, as you may require; we also salt it and color it to suit your trade.

It must suit all conditions, because we're going to make it the best known and biggest selling butter in Pennsylvania. We call it "PRIZE BUTTER" because you can "win trade" with it, and you can also depend on it to *hold* trade, because your customers will find its *quality and flavor always the same*. The way to build up a big sale on PRIZE BUTTER is to tell your customers about it, keep on telling them, have your clerks tell them—get your customers to try it, and they'll not only keep on trying PRIZE BUTTER, but they'll like it so well they'll tell others and send them to your store. People who come to your store for PRIZE BUTTER will also buy other high-grade articles that pay you good profits. Butter trade is worth working for; you can *get it* and *hold it* with PRIZE BUTTER.

**P. F. BROWN & CO.**

39, 41 and 43 South Front Street

PHILADELPHIA



#### WHAT TO TELL CUSTOMERS

"Here's a butter that's made especially to please our best customers—PRIZE BUTTER. I want you to try it this week and then let me know if it isn't exactly what you always wished you could get."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



tion when the supply exceeds the demand and at all other times.

3. The length of time articles should remain under refrigeration or cold storage.

4. Whether refrigeration or cold storage products shall be branded, and if so, what shall be determined to be refrigerator products or cold storage products, or both.

5. The effect on the price of commodities by reason of placing them under mechanical refrigeration or cold storage.

6. The relation of cold storage or refrigeration to the high cost of living.

7. The effect of cold storage legislation in other States.

8. The advisability of a uniform cold storage or refrigeration law, provided that the actual expenses incurred by the committee shall not exceed the sum of \$10,000, which shall be provided for in the general appropriations bill.

Meanwhile the original bill has come up in the Senate again, after being amended by allowing poultry to be stored eight months instead of six; also by striking out the provision giving informers half the fine.

The soft drink bill, as recommended to the Senate by the Health and Sanitation Committee, contains a retailers' guarantee clause.

The Senate Committee on Health and Sanitation has at last decided on the general food law it will recommend, and the bill has already been reported in this form. It prohibits benzoate of soda, but allows the use of sulphur dioxide in somewhat smaller quantity than that allowed by the present law. It also prevents the excessive use of acetic acid and oil of spices as preservatives; some concerns use these ingredients instead of benzoate of soda. The retailers' guarantee clause is also in the bill, and if it passes at all, it will without doubt pass in that form. There is also a provision against prosecution where the seller of the goods is outside the State. In such cases

the facts will be certified to the Federal food authorities. The immunity from prosecution, however, extends only to the first offense.

House Bill No. 1,614, the 10 per cent. wage attachment bill fathered by the Pennsylvania Retail Merchants' Association, was reported favorably to the House of Representatives from House Committee on Labor and Industry, in amended form.

R. C.

Radishes are from Virginia and Maryland and range from 50 cents to \$1.25 per hamper of 125 bunches. Demand good.

### Well-known Brands Prosecuted Under Federal Food Law.

Coffee, Soft Drinks, Extracts and Prunes Feel Weight of National Act.

The following reports of cases have been certified to this paper by the United States Department of Agriculture. They represent cases of adulteration and misbranding under the Federal food law:—

#### JUDGMENT NO. 2,128—ADULTERATION AND MISBRANDING OF COFFEE.

The United States Attorney for the Southern District of New York filed in the District Court an information against Julius Steinwender, Charles Strofregan and Christian Arndt, doing business under the firm name of Steinwender, Strofregan & Co., New York, N. Y., alleging shipment by them, in violation of the Food and Drugs Act, from New York into Kentucky of a quantity of green coffee which was adulterated and misbranded. The product was labeled: "H. R. K. 19. Ouerbacker Coffee Co., Louisville, Ky."

Examination of a sample showed it to be what is known as polished coffee. There is a coating used, sometimes it is talc and soapstone and other times it is a substance containing plumbago. Exactly what coating or polish has been used on this sample cannot be stated, but there is no question but that some

finish has been applied. This conceals the inferiority of the goods to a slight degree. The product as a whole, however, would appear better to a certain class of trade than an unpolished coffee of the same grade. The fissures on the surface of the coffee beans were filled with a black substance having the characteristics of some form of carbon. Adulteration of the product was alleged in the information for the reason that it was sold as green coffee and was coated in a manner whereby inferiority was concealed. Misbranding was alleged for the reason that the product was offered for sale under the distinctive name of another article, to wit, green coffee, whereas, in fact, it was a mixture of coffee coated with a carbonaceous material.

A plea of guilty was entered on behalf of the defendants and the court suspended sentence.

#### JUDGMENT NO. 2,115—ADULTERATION OF WILD CHERRY PHOSPHATE.

The United States Attorney for the Northern District of Illinois filed in the District Court of the United States an information against L. G. Spencer, doing business as the Thompson Phosphate Co., Palos Park, Ill., alleging shipment by him from Illinois into Colorado of a quantity of Thompson's Wild Cherry Phosphate which was adulterated. The product was labeled: "Thompson's Wild Cherry Phosphate."

Analysis of a sample showed: Arsenic, as  $As_2O_3$ , parts per million, 100. Adulteration of the product was alleged in the information for the reason that it contained an added poisonous ingredient, to wit, arsenic, in quantities of 5 milligrams per 100 cc of the product, and that the said arsenic was not used to preserve the product in any manner and the directions for its removal were not printed on the cover or the labels on the containers.

The defendant entered a plea of guilty to the information and the court imposed a fine of \$25, with costs.

#### JUDGMENT NO. 2,130—ADULTERATION AND MISBRANDING OF SHACO-KAUPHY.

The United States Attorney for the Southern District of New York filed in the District Court of the United States an information against Stephen H. Angell and McDonough Craven, doing business under the firm name and style of S. H. Angell & Co., New York, N. Y., alleging shipment by them, in violation of the Food and Drugs Act, from New York into Pennsylvania, of a quantity of a food prod-

uct called Shaco-Kauphy which was adulterated and misbranded. The product was labeled: "Shaco-Kauphy. S. H. Angell, 129 Maiden Lane, New York City."

Analysis of a sample showed adulteration, for the reason that pea hulls and exhausted coffee from which the valuable constituents of coffee had been in part extracted had been substituted in part for the product.

The defendants plead guilty and were fined \$75.

The cold weather of last Sunday badly injured the Keiffer pear crop in this section. Peaches are also hurt some little but not so much.

Written for the "Grocery World and General Merchant."

### Says Retailers Are Throwing Away By-Product Worth Hundred Million.

C. M. Wessels Says Retailers Control Better Consumer Advertising Than Manufacturers Yearly Pay a Hundred Million Dollars For. More About the Pennsylvania Plan of Aiding Organization.

I believe every thinking merchant in Pennsylvania is with me in my opinion that organization means the salvation of the retailer.

What would it mean, Mr. Retailer, if a way were discovered to give every secretary of every retail merchants' association in Pennsylvania a salary—a salary which would represent adequate compensation for the sort of services an organization should have from its secretary if the organization is to thrive?

What would it mean if every responsible merchant in every city and town in Pennsylvania should become affiliated with the merchants' association in his city without his being called upon to pay dues?

It would mean that every merchant who could get his application



## "Rumford's and No Other"

Every grocer sells baking powder, and the percentage that have come to sell Rumford Powders and no other except, possibly, one or two brands for low-priced trade, is astonishing. Rumford Powders wear well. They are composed of three food substances—phosphate, soda and starch, whose leavening power, combined as we combine them, is incomparable.

Rumford Powders have always paid the retailer an acceptable profit.

**Rumford Chemical Works - - Providence, R. I.**





cepted would become a member, cause the principal reason for not joining—the expense—would be eliminated.

I propose to show you just how it can be done. The caption under which this article is written is: "Says Retailers are Throwing Away a By-Product Worth Over a Hundred Million Dollars." Ask anybody who knows what would come of Armour, Swift or any of the big packers if they did not turn their "by-products" into cash. You will be told that they would not. One of the reasons so many retailers fail is because they do not turn a valuable by-product they have into cash. They should not be blamed, however, when it is remembered that one of the greatest industries in the world did the same thing until a short time ago: Standard Oil tried to get rid of gasoline, a by-product of kerosene, at any old price. To-day the market for gasoline has almost made kerosene the by-product.

I told you that you were throwing away a by-product worth over a hundred million dollars a year, and I know that that statement is true because the manufacturers of this country are paying over a hundred million dollars a year for it—it is consumer advertising.

When I say over a hundred million dollars a year is spent for consumer advertising, I am conservative, and yet the advertising which this hundred million dollars a year is spent for—the printed word in the magazines, newspapers, etc.—cannot be compared in value, or efficiency, with the face-to-face advertising you, Mr. Merchant, can put before your customers.

If the manufacturer whose product you are selling could buy this tremendously valuable advertising which you alone own, he would do so, and he would pay you a big price for it. I am prepared to demonstrate this to you any time you are sufficiently interested to ask me to, and I advise you not to throw away this by-product any more. It is worth money, and if you don't know how to sell it for money, I will show you.

I intimated above that every association could pay its secretary a salary and the other expenses incident to conducting a merchants' organization without calling on the members to supply the money. Now to show you how that can be done.



## Franklin Carton Sugar Is Ready to Hand Out to Customers

When you have slit the top of a CONTAINER of FRANKLIN CARTON SUGAR with your pocketknife (and that's easier than taking the head off a barrel), the CARTONS are ready to hand out to the customers with no more work than if they were cans of tomatoes.

FRANKLIN CARTON SUGAR saves you all the work of putting sugar in bags, saves the cost of the bags, the cost of twine, saves time, prevents loss by overweight. The CARTON is a neat, tight, strong package that will not burst like a paper bag and let the sugar out. It keeps the sugar clean and dry and your customers will appreciate those features. FRANKLIN CARTON SUGAR pays you a profit because it costs you nothing to handle; bulk sugar does not pay you any profit because of the cost of handling. You can make a profit instead of a loss on all your sugar trade by handling FRANKLIN CARTON SUGAR as we pack all fast selling grades in the FRANKLIN CARTON, including FRANKLIN GRANULATED, FRANKLIN CUBE, FRANKLIN DESSERT & TABLE, FRANKLIN XXXX CONFECTIONERS' and FRANKLIN POWDERED.

You can buy **FRANKLIN CARTON SUGAR** in the original **CONTAINERS** of 24, 48, 60 and 120 pounds

## The Franklin Sugar Refining Company PHILADELPHIA

*"Your customers know FRANKLIN CARTON SUGAR is CLEAN SUGAR"*



### WHAT TO TELL CUSTOMERS

"We know you'll like **Franklin Carton Sugar** because it's cleaner and better quality than other sugars, and the **Carton** keeps it clean and dry as well as being a handy package for your cupboard."

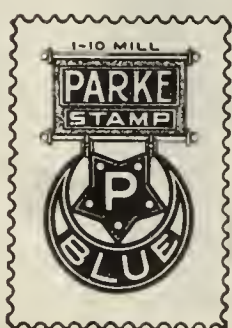
This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants





## All Products in the PARKE'S STAMP LINE are Fast, Steady Sellers and Sure to Please Your Customers

**Parke's Stamp Line** includes Coffee, Tea, Spices, Baking Powder, Ammonia, Blue, etc., and will appeal to your customers, because in addition to the high quality of all the articles each package carries a liberal number of stamps with it. The stamps are good as cash in exchange for hundreds of valuable and useful premiums. It will pay you to handle the whole line because the sale of one leads to the sale of all the others. Once you start trade on **Parke's Products** it stays with you, because of the combination of high quality, big moneysworth and liberal premiums.



## L. H. PARKE COMPANY

232-234 Market Street  
PHILADELPHIA

638-640 Grant Street  
PITTSBURGH, PA.



A number of the manufacturers who are participating in the Pennsylvania plan don't cover Pennsylvania with specialty men regularly. Those who are so situated have decided that the best specialty men they could possibly get to represent them in the different cities and towns in Pennsylvania are the secretaries of the associations in each town, and these manufacturers are willing to employ the secretaries of these associations on a basis which will put in the treasury of their associations enough money to properly compensate the secretary and pay the expenses of the association as well. The associations which have already manifested their intention of taking advantage of this opportunity to finance their treasuries follow:—

Philadelphia, Erie, Hanover, Meadville, New Castle, Scranton, Tarentum, Wilkes-Barre, Butler, Frankford, Johnstown, New Brighton, Penn Station, Sharpsburg, Warren, Sharon.

The manufacturers for whom the secretaries of the associations in these towns are going to take orders are:—

James S. Mason Co., 134 N. Front street, Philadelphia, shoe polishes and white dressing.

Penn Chemical Works, 1332 Washington avenue, Philadelphia, Banner lye.

Angus Watson & Co., 1011 Chestnut street, Philadelphia, Bouillon Herringlets.

The C. F. Sauer Co., Richmond Va., flavoring extracts.

P. F. Brown & Co., 39-41-43 S. Front street, Philadelphia, butter and eggs.

If there are any more secretaries of any of the other associations in Pennsylvania who would like to see enough money in their treasury to pay all its expenses, including a salary for themselves, a letter to the writer will bring it about.

The manufacturers, in addition to those named, who are participating in the Pennsylvania plan are:

Armour & Co., with their entire line of products except soap.

The Borden's Condensed Milk Co.

Franklin Sugar Refining Co., on Carton sugar.

Freihofer Baking Co., on macaroni, spaghetti, noodles, etc.

Charles W. Young & Co., on soaps.

L. H. Parke & Co., on teas, coffees and spices.

### WHAT TO TELL CUSTOMERS

"Of course you're saving **PARKE'S STAMPS**. Don't forget that you get them with Parke's Ammonia, Bluing, Baking Powder, Pepper, Mustard and other spices, etc., as well as Tea and Coffee. Buy all Parke's goods and you'll soon have enough stamps for a beautiful premium."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants





the Corn Products Refining Co.,  
Karo syrup, Argo and Kings-  
1 starch.

I. O. Wilbur & Son, on cocoa,  
colate, etc.

These manufacturers have their  
specialty men, so can't appoint  
secretaries to take orders for  
n, but they are spending many  
usands of dollars in advertising  
your publications, and are con-  
sulting the money which is to be  
as an award to the twelve as-  
sociations which have shown the  
best results on the Pennsylvania

Every purchase and sale you  
make of these products will help  
your city to the award.

Of the 105 associations listed as  
members of the Pennsylvania Re-  
tail Merchants' Association, 44 are  
on record as in favor of the Penn-  
sylvania plan.

C. M. WESSELS.

Philadelphia, Pa.,

April 23, 1913.

## THE NEW YORK LETTER

(Continued from page 9.)

Mills have advanced prices of  
wheat, but buyers are not at all in-  
clined to pay the higher prices.  
There are wide variations, how-  
ever. Some mills are quoting as  
low as \$4.40 for spring wheat pat-  
terns in jute and this seems to be  
about as high as the distributors  
are willing to go. Some mills are  
asking from 10 to 20 cents more,  
but the buyers look on such prices  
as exorbitant. Most buyers are still  
of the opinion that \$4.25 is about  
the right price, but the mills are  
not now looking for business on  
that basis.

Slight accumulations of butter  
have caused a sharp decline in the last  
week. The extras are now to be  
had at 33 to 33½ cents and firsts  
at 32½ cents. There is a fair  
movement in seconds at 32 cents.  
The higher grades of process but-  
ter range from 29½ to 31½ cents.  
Arrivals of eggs are liberal, but  
a large proportion are placed in  
warehouses and so do not burden  
the market. The medium and un-  
der grade goods are moving slowly.  
Strictly high grade fresh eggs are  
fairly firm. The best grades of  
fresh Western eggs range from 18  
to 21 cents. Fancy nearby eggs go  
as high as 22 to 23 cents and ordi-  
nary grades of nearby eggs are to  
be had at prices ranging down to  
19 to 20 cents.

FRED. A. MAGILL.



## "A MEAL FOR SIX—15 CENTS"

A can of BOUILLON "HERRINGLETS" makes a delicious luncheon for five or six persons, yet you sell it for 15 cents and make a good profit. BOUILLON "HERRINGLETS" are selected little NORWEGIAN HERRING, packed in delicious bouillon; we guarantee them to please your customers or we'll give their money back. BOUILLON "HERRINGLETS" are an ideal proposition for you, Mr. Grocer—a new luncheon delicacy, selling at a popular price, quality guaranteed, and a good profit for you. PUSH THEIR SALE.

**Angus Watson & Company, Sole Proprietors**

Also Proprietors of "Skipper" Sardines

1011 Chestnut Street, Philadelphia, Pa.



### WHAT TO TELL CUSTOMERS

"BOUILLON 'HERRINGLETS' are both a substantial meal and a delicious luncheon. Guaranteed to please or your money back."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## WALKING PAST YOUR DOOR

**MASON'S WHITE DRESSING FOR WHITE SHOES and  
MASON'S TAN COMBINATION FOR TAN SHOES**

pay you 75% profit and SELL FAST, because *everybody has to have shoe dressing*. White shoes and tan shoes are going to be more popular than ever this season. That means a big sale for white and tan dressings, and MASON'S are the ones to PUSH, because they will give your customers more satisfaction than any others. They will also PAY YOU BEST, not only on account of the big profit, but also because they are FAST SELLERS.

**CAUTION — Don't let your shelves be loaded with slow sellers. Insist on having MASON'S SHOE DRESSINGS, the LIVELY sellers.**

**JAS. S. MASON COMPANY**

138-140 North Front Street

PHILADELPHIA



### WHAT TO TELL CUSTOMERS

"We sell MASON'S SHOE DRESSINGS because they're BEST. They're the choice of the fine shoe trade in the large cities, so they have to be better than others."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## Much Bogus Vinegar on Market Still

**So Says Big Manufacturer in Discussing Effect of Lower Tariff. Wood Acid Used as Adulterant. Lower Tariff Will Not Affect Market. Fruit Men Welcome Lower Lemon and Pineapple Duty.**

The following additional opinions have been received as to the probable effect of the revised tariff on the products named:—

### Vinegar.

Regarding a proposed reduction of duty on vinegar from 33.03 per cent. to 17.39 per cent., this will have no effect whatever upon the price and the general market conditions of the product mentioned, for the very simple reason that vinegar, as one of the great staple commodities of food, has been buffeted about and kicked in the shins to such an extent that no possible condition arising could make the price any worse or any lower than it is to-day.

The men interested in the manufacture of pure, honest, straight cider vinegar, made from the expressed juice of apples, have certainly had troubles of their own because of the sophistication that is produced by so many manufacturers in this line of business. There is too much spurious vinegar on the market competing with the honest goods, and for this reason prices have been shot to pieces and no one in the business has made a dollar.

There is a great deal of sophis-

tication going on in Pennsylvania. The Federal authorities only recently traced to one plant in the State of New York shipments aggregating 600 and odd barrels of pyroligneous acid; 1,000 and odd barrels during 1911 of this kind of stuff, and 900 and odd barrels during the season of 1912. All of this wood acid was used to stretch vinegar, with the addition of water and a small addition of cider vinegar, and placed on the market by these unscrupulous manufacturers as pure cider vinegar. Fortunately, the Federal authorities secured convictions in some of the New England States, and this product was ordered shipped back to its owners, who promised to label it properly before putting it on the market again. However, we are informed that most of this vinegar has found its way into the hands of the jobbers and grocers as pure goods, and the authorities in the State of New York are now busily engaged in finding this vinegar, and it is hoped that the manufacturers will meet with their just deserts.

We also understand that the State of Pennsylvania has been flooded with the same kind of vinegar. Isn't it high time that the jobbers paid a fair price for a quality article?

We are very pleased at the opportunity to write this letter to your paper and will also be glad to hear from you further.

AMERICAN FRUIT PRODUCT CO.

George Dietrich.  
Rochester, N. Y., April 21, 1913.

### Lemons and Pineapples.

Regarding the new tariff bill, would say that it is the general opinion of the dealers, and the importers as well, that a lower and more reasonable rate of duty on lemons and all other fruits will enable those who are engaged in the business to purchase more freely and will encourage shippers in other countries to ship more freely and to keep the markets more regularly supplied, and will widen the volume of business for traders in the East, so that they will be able to recover quite a large portion of the territory that has been lost to them by reason of the unjust competition created by unfair legislation by the California interests.

The receipts of foreign lemons last year were 1,500,000 boxes. The duty on these, at \$1.15 per box, would be \$1,725,000. This has been collected from both the people and those having capital in the business.

As regards pineapples, these at times are imported at a great loss to the shippers in Cuba and Porto Rica and to receivers here who make advances on them. While Florida produces a large crop, the production in several West India islands is enormous, and there is no reason why the consumers should not have some benefit from this product of the soil, which can be grown under much more favorable circumstances in those islands. In other words, prohibitory duties are too often collected for the bene-

fit of the comparatively few producers at the expense of the large number of consumers, simply because the consumer is not organized and incorporated, as are some bodies of producers, and have not the means to appear before Congress and argue.

We trust that this gives you the desired information and we hope that the reduction in the tariff will have the effect of causing lower prices and a large consumption of the goods in question. Should you write an editorial on this subject, we shall be very glad to receive a copy of it.

C. WILKINSON'S SONS.  
Philadelphia, Pa.

Salad is from both nearby and Southern points. The former is 6 to 7 cents per head and the latter \$1.75 to \$2 per basket.

## PATENTS

and Trade-marks procured promptly and properly in all countries.

**Davis & Davis, Washington, D. C.**

**ELTON J. BUCKLEY**

Editor "Grocery World and General Merchant"

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609  
Keystone, Race 746

ESTABLISHED 1808

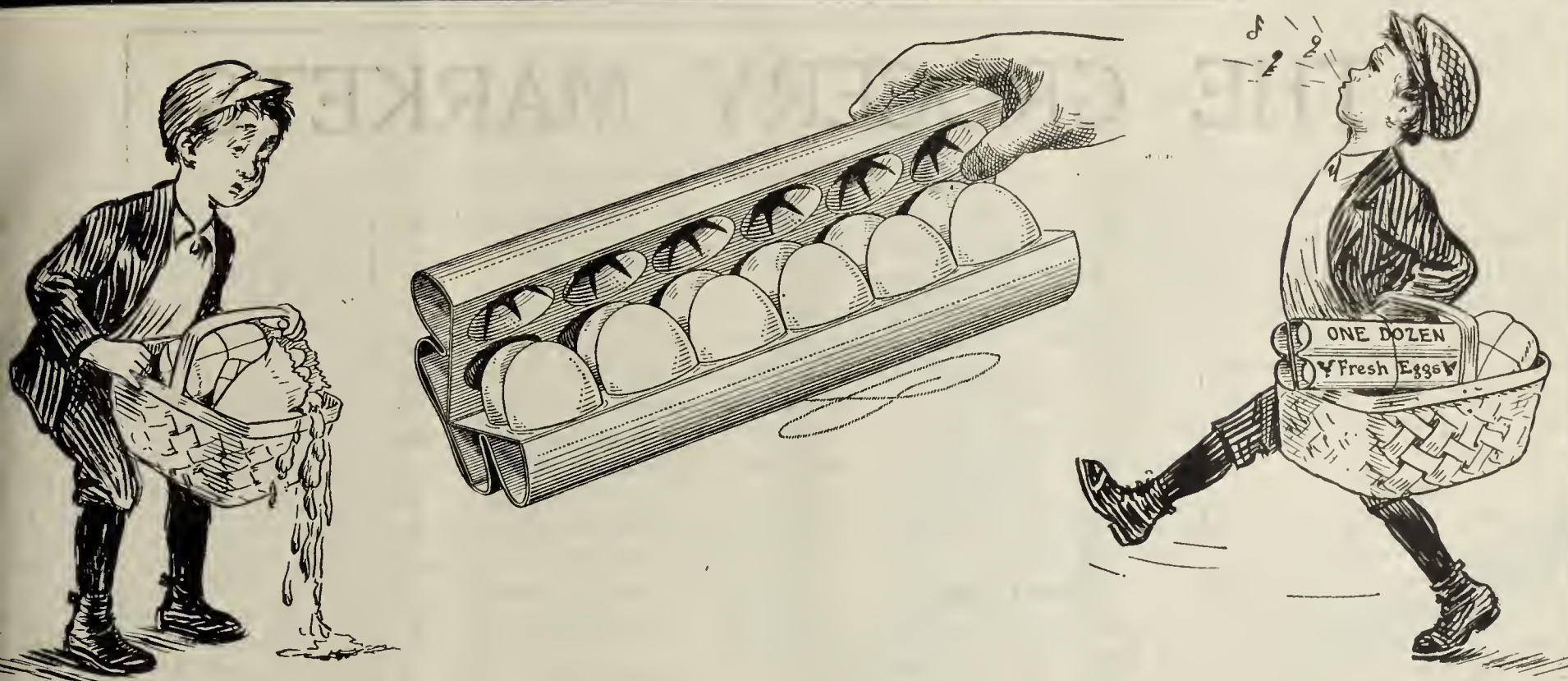
# John R. McFetridge & Sons

## Printers and Publishers

### FINE CATALOGUE AND COLOR WORK

No. 927 Arch Street, Philadelphia





# Continental Safety Egg Cartons are the Only Practical Egg Cartons

First: They prevent breakage, because each egg is firmly gripped in a cushion-like nest, and this secures your full profit.

Second: They are quickly and easily filled and fastened.

Third: Each carton has its own string and fastener attached to it, thus saving time and string.

*Packed flat, 250 to the case*

*Ask your jobber or write us for FREE sample*

## CONTINENTAL PAPER BAGS

"There's a Continental Paper Bag for every paper bag purpose," and our name on a bag carries with it the quality guarantee of the biggest paper mills in the world. Let us quote prices on the grade of bags you are now using.

**COFFEE BAGS:** Let us show you how to make a reputation for your coffee and increase your sales by using bags that will retain the fresh roasted flavor and aroma.

*Write us for samples and prices*

Write us for sample of our new specially designed Parcel Post package which meets every requirement of the postal authorities for shipping eggs by mail with absolute protection against breakage.



**Continental Paper Bag Co.**  
**WHITEHALL BUILDING, NEW YORK**



# THE GROCERY MARKETS

## Tea.

The tea market shows no change for the week. The demand is extremely moderate, and prices show no change. From now on the assortment of desirables will become more ragged, but no material change is expected before the new season opens.

## Coffee

The coffee market shows some slight improvement for the week, and holders believe it correct to quote a small fractional advance on all grades of Rio and Santos since a week. A better general feeling seems to be responsible, aided by the fact that the market in Brazil has kept steady on a basis considerably above ours all through the slump in this country. Holders of milds are also feeling firmer and believe in a better market. Mocha is firmer and holders ask an advance of about  $\frac{1}{2}$  cent. The demand for coffee is somewhat improved, though still light.

## Sugar.

Sugar is unchanged for the week. Raws are about where they were and quotations for refined on the same basis as a week ago. The refined situation, however, is still a little uncertain, and will remain so until the tariff is settled. The consumptive demand for refined sugar is fair.

## Syrup and Molasses.

Glucose remains unchanged for the week. Compound syrup is dull at ruling prices. Sugar syrup quiet and in demand only for manufacturing. Molasses moderately active at unchanged prices.

## Canned Goods.

Tomatoes are unchanged for the week, and seem to be in somewhat improved demand. No important change in price is in sight. Corn and peas are unchanged and dull, both spot and futures. Corn is still in the decided dumps, by reason of large over-supply. Apples are unchanged and moderately active. California canned goods unchanged and in fair demand. Small Eastern staple canned goods unchanged and dull.

## Fish.

The mackerel market has continued dull and weak since the last report. Prices are in buyers' favor,

especially on Norways, and to a lesser degree on Irish. The demand is very light. Cod, hake and haddock are in quiet demand at steady prices. Salmon of all grades is dull at unchanged prices, spot salmon being particularly soft. Domestic and imported sardines are both unchanged and quiet. Some new pack domestic sardines are now being offered at around \$2.10 in a large way.

## Dried Fruits.

Prunes are somewhat scarcer and firmer as to the large sizes, unchanged and quiet as to the intermediate sizes. Peaches are in fair demand at steady prices. Apricots quiet and unchanged. Raisins unchanged, Eastern markets still being lower than the coast. Currants seasonably active at unchanged prices. The Greek residents of the United States have petitioned Congress to put currants on the free list.

## Beans and Peas.

Domestic pea beans are unchanged on spot and in moderate demand. There is a firmer feeling in the primary markets, but it has not yet reached the secondary markets. Marrows unchanged and dull. California limas are nominally unchanged, but some holders are shading a little. Green and Scotch peas considerably demoralized. Stocks in holders' hands have not moved, on account of high prices, and now the end of the season is approaching with too large a surplus. Prices on some lots are as low as \$1.55; though this was not fancy stock it shows where the market has gone.

## Butter.

The consumptive demand for butter is fairly good. The receipts have increased considerably, however, and the market is barely steady at 3 cents off for the week. The make will probably increase from now on, with a possible slight decline as the season advances.

## Eggs.

The receipts of eggs continue liberal, but the market is firm at an advance of 1 cent per pound, owing to the large demand both for storing and consumption. The receipts are cleaning up every day on ar-

rival and show exceedingly fine quality.

## Cheese.

The demand for new cheese is increasing to some extent, but the market is firm on fancy held cheese at an advance of  $\frac{1}{2}$  cent. Some new cheese is arriving and is being sold at 3 to 4 cents per pound under the price of old stock. The market on new cheese is steady and the future depends on the make, which has not yet started to any extent. Under grades are dull and irregular.

## Provisions.

All cuts of smoked meats are firm at unchanged prices. Both pure and compound lard are steady and unchanged, with a good consumptive demand. Dried beef is firm and in good demand at unchanged prices. Barreled pork and canned meats unchanged and quiet.

## INDIVIDUAL MARKET REPORTS.

### Imported Fish Specialties.

Herring.—There is very little being done in the herring market. For Holland herring, the demand is practically over for the season, but unfortunately there are only very small stocks left unsold, and they are likely to be cleared before new herring make their appearance in this market again. Practically all the good parcels of Scotch herring are cleared, and what is left consists principally of Irish herring, which are mostly of a very inferior and undesirable quality, and are taken by the trade only when they cannot possibly get anything else; but even of these the stocks are very small and are likely to be cleared before new goods come into the market. Norway herring are rather scarce and prices somewhat higher. The demand continues quite good, and the demand for this class of herring keeps up just the same even during the hot summer months.

Mackerel.—During the last week there has been some little movement in mackerel, particularly Norway mackerel have been in somewhat better demand, although at the expense of values. Still the holders are only too willing to accept reasonable bids because if the new tariff passes as it is proposed. It will take off the duty entirely and tend to lower prices on mackerel in general.

Sardines.—There is of course no news in regard to French sardines, as there is practically nothing to be had, with the exception of just a

few small lots. In Norway the catch has not commenced yet, which probably is a good thing, as stocks here are gradually being cleaned up, and this shortage during the last winter has probably been the best thing for the trade in Norwegian sardines that could have possibly happened. Holders who have been really too anxious at all times to sell their goods at little or practically no profit merely to do business have been cleaned out of stocks, and now that a combination has been formed in Norway to uphold selling prices, and now that the combination price holds good for practically every single sardine packer in Norway the importers here will not find themselves in a position to give goods away, but will probably come to their senses and offer their goods at a reasonable and fair profit. Last week we had a cable from our packers in Portugal advising that there is a prospect of some sardines being packed within the next few days, which is very much to be desired, as it would tend to relieve the shortage of Portuguese sardines in the American markets.

Codfish.—The fishing of cod in Norway is progressing very poorly, and it seems that the quality hung for stock fish this season is about the smallest on record, so prices are likely to be high this coming season, certainly very much higher than they were last season.

STROHMEYER & ARPE Co.  
New York.

### Standard Canned Goods.

#### No. 1

Nothing out of the ordinary occurred last week in future tomatoes in this market. The character of the buying was the same as it has been in the last six weeks, namely, in lots ranging from one to four or five carloads widely scattered over the country, with repeat orders now and then. A gratifying feature about the buying of futures is the fact that the jobbers are paying more attention than heretofore to the man behind the contract, and those canners who never welched on a contract, no matter how strong the temptation, are beginning to feel that there is something worth while in a good reputation. Further progress has been made toward getting together on a satisfactory basis, as between the growers and canners, regarding the price per ton for the tomato crop next summer, and that question is now about settled on fair terms to both sides. Of course it is entirely too early to size up the crop prospects. Purchases of well-known, reliable brands of tomatoes for future de-



very appear to be advisable at this time.

There was the same steady buying last week of spot tomatoes that has been going on during the last two months in carlots and over, but no big business is in sight as yet. The months of April and May are, as a rule, considered to be the largest months for the tomato business between the ending of the fall buying and the opening of the following canning season, but the extremely unfavorable weather conditions all over the country during the last eight weeks have interfered with the distribution of the goods. There is plenty of time left in which to market the holdings of spot tomatoes before the next canning season rolls around in August, and a few weeks of seasonable weather could help greatly.

Other vegetables were fairly active in a small way, with occasional orders for straight carlots. The low price for sweet potatoes attracts additional orders for that article, and there is a gradual cleaning up of low-priced corn. Kraut, spinach and string beans are moving out in small lots steadily, and so are peas. The other vegetables are dull and unchanged.

Light business last week in canned fruits, with the exception of blackberries, for which there was an excellent demand after remaining very quiet all winter. There was a fair demand for peaches and pineapples, the latter being pretty well cleaned up of all grades and sizes of the sliced fruit. This market holds the smallest stocks of fruits of all kinds for many a year.

The prices for cove oysters have again advanced.

THOS. J. MEEHAN & Co.  
Baltimore, Md.

#### No. 2

Inquiry for spot tomatoes during the past week has been conservative but well scattered. Buyers have been placing orders largely to cover immediate wants and therefore the orders have been of the "hand-to-mouth" variety, yet all the while stocks in first hands are being decreased and the better grades are becoming scarcer.

General quotations are 80 cents f. o. b., with unlabeled goods such as will meet the requirements of buyers for private labels 2½ to 5 cents a dozen higher for 3s full standard grade. All the time we are approaching the months when the spring consumption is the greatest and it will require but little active demand to absorb the very small stocks in first hands.

Regarding future tomatoes, at this early stage in the game it is impossible to make predictions, but one would imagine for the last week that the days of Noah had returned and if the rains continue to fall we will need to resort to the "Ark of Safety." Such weather interferes with farm work and is especially detrimental to seed planting, as it



## Let the Chocolate Wizard Help You Win the Money

WILBUR'S COCOA is so well advertised and so well liked by the public that you can easily increase your sales of it if you make the effort.

The right way to sell more of WILBUR'S COCOA is to encourage your customers to use it for *COOKING* and *CAKE BAKING*, as well as for *DRINKING*. WILBUR'S COCOA is a substantial food, as well as a delicious beverage, and our Recipe Booklet shows 59 ways of using it. When you teach your customers to use WILBUR'S COCOA in Cake Baking and Candy Making they will use many times as much as if using it for drinking only; this means they will buy *POUND* and *HALF POUND* cans, instead of *QUARTER POUNDS*, and buy *OFTENER*. This increased trade is well worth working for—WILBUR'S COCOA pays you a good profit and its flavor is so delicious your customers will *KEEP ON BUYING*, once you start them, so increased trade on WILBUR'S COCOA is *PERMANENT* trade.

**H. O. WILBUR & SONS, Inc.**  
PHILADELPHIA



#### WHAT TO TELL CUSTOMERS

"WILBUR'S COCOA doesn't have to be grated or cooked. You can make a cake with it, icing and all, in less time than it takes to make the icing alone out of chocolate."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants





## Does This Bag Look Different?

You've seen a lot of package coffee, did you ever see one that looked anything like the little burlap bag that **Private Estate Coffee** is packed in?

Don't you see the selling force in this?

There's more to it than the bag, however. **Private Estate Coffee** is as unusual, in its way, as the bag it is packed in. Much of it is fine Mexican, which is splendid in the cup.

Altogether it is by far the best package coffee proposition on the market. Price to you, 28 cents per pound. Also packed in tins.

**Private Estate Coffee Co.**

Successors to F. A. CAUCHOIS & CO.

**FULTON MILLS**

**21-23-25 Fulton Street  
NEW YORK CITY**

## Something New in Prunes



¶ A fancy grade of selected prunes, packed in a sealed package that keeps them clean, moist, fresh and dustless—**U-SAY SELECTED SUN-CURED SANITARY PRUNES.**

The only prunes that can be satisfactorily handled all the year 'round. Packed in five sizes, retailing at 10, 12, 15, 25 and 60 cents. Fine retail profit.

¶ Consumers buy these instantly, their advantages are so obvious. One advantage is absolutely full weights. Write.

**BEH & HERTER**

SALES AGENTS

140 Franklin St., New York



**H**am without a name is "just ham," and has no uniform quality. It may be good once, but you don't know how it will be the next time.

Your customers can't depend on you if you sell that kind of ham.

**SWIFT'S PREMIUM HAMS** are uniform—always properly cured, tasty, appetizing. When a woman gets a **PREMIUM HAM** she wants another like it next time. The only way you can be sure to have all your hams uniformly good is to see that all you sell are **SWIFT'S PREMIUM HAMS.**

Swift & Company, U. S. A.

not only delays the time of planting but where same has been done it bakes the ground and often prevents the seed from properly germinating.

Orders for Futures.—Well established brands have been scattered during the past week over a wide territory. A great many seem to realize that packers are quoting at very reasonable prices and in view of such conditions are taking long chances on the future crop, and that therefore it is safer to place their orders where past experience has taught them they will be well cared for and where they could expect full delivery at the time of shipment. Our offerings have received such generous response that some of our packers are already booked up for future delivery. This applies, of course, to special grades and brands.

The general tone of the market on regular standard grades continues quiet. Conservative packers are not inclined to meet the 80-cent price for 3s standards which has been quite freely offered since the opening on the future market, and buyers thus far have been prone to neglect ordinary and regular standards and to place orders for special brands and grades only where the treatment they have received in the past has proved an incentive for further transactions.

The demand still continues for cheap corn and quite a number of jobbers are watching opportunities to pick up desirable blocks of spot corn which are being offered below cost, feeling that they can carry over stocks with impunity if necessary. Much of this cheap corn has been used by the chain stores and large operators as leaders and the indications are that a great deal has gone into consumption and while there are still heavy stocks of corn, each block that is moved from first hands helps to clear the atmosphere and pave the way for more healthy conditions. The better grades are being held both in first and second hands as good corn is really scarce and packers feel that it is better to curtail future packing rather than sacrifice present stocks. It is undoubtedly the duty of each packer to cut his acreage at least 50 per cent. or only take sufficient acreage simply to keep the factory organization together. If this policy is conservatively pursued and the better grade of packing consistently followed, it is only a question of time when the market will round into a normal condition and healthy price, but everyone interested in the business must lend his hand to the oar and consciously do his part in bringing about these much to be desired changed conditions.

**WILLIAM SILVER & Co., Inc.**  
Aberdeen, Md.

—  
**Rice.**

The market can be said to be only in a waiting mood, pending

definite action on the tariff, and buyers appear to be inclined to be very conservative in their operations. Prices hold steady to strong on all styles. There has been an effort to boost values a trifle, but it seems difficult to stir the trade into any degree of activity, as the general market for grocery commodities does not appear to respond to any special efforts to effect a rise in prices, though so much has been made of the recent reports of shipments abroad. If this action could only be definitely confirmed by real consignments, positive benefit would undoubtedly inure to the general situation, and the market take on an impetus that would carry the remainder crop out promptly and successfully. However, despite the uncertainty which still seems to persist, the tone of the market is stronger and the outlook good.

Advices from the South, along the Atlantic Coast, report continued dullness, though demand slightly improved. At New Orleans the market is reported quiet; prices remain unchanged, but there is an evident ease in Japan.

In the interior—Southwest Louisiana, Texas and Arkansas—crop preparations are progressing, and it is expected that with the heavy increase in acreage, the yield will be greater than any year in the history of the product.

Cables and correspondence from abroad note fair inquiry for rough rice, but business checked by the higher prices asked; "spot cleaned" in good demand; "forward Burma," more inquiry at higher prices.

**DAN TALMAGE'S SONS CO.**  
New York and New Orleans.

—  
**Spices.**

The market is steady with firm undertone. The tariff bill as approved by the Democratic caucus of the lower House retains the duties as proposed on April 7th. The outcome of this bill in the Senate is uncertain. There appears to be wide opposition in the spice trade to a duty on spices. However, it looks to us as if the proposed duties will be finally passed and become a law.

Pepper.—Prices in Holland the East all firmer on both white and black peppers. The demand is fairly active here at slightly higher prices.

Red Peppers.—Prices hold steady, notwithstanding the proposed lower rate of duty. This is due to the prospective short crop for this year.

Cloves.—No new features to report. Prices are unchanged.

Pimento (Allspice) steady and in fair demand. Prices remain low.

Mace.—Good quality very scarce. Foreign markets considerably higher, due, we believe, to the proposed duty of 8 cents per pound.

Gingers.—African higher. Demand good. Other grades are steady but without change.



Nutmegs in fair demand at very ready prices.

Cassias.—All grades unchanged. The demand is light at present, but we think will increase from now on.

Tapiocas only in fair demand at unchanged prices.

Paprikas.—Hungarian steady and in fair demand. Spanish grades are unchanged.

Seeds, Herbs, Etc.—Caraway higher here and in Holland. Celery slightly easier. Laurel leaves higher. Spot stocks are about exhausted.

McCORMICK & Co.  
Baltimore, Md.

#### Evaporated Apples, Etc.

We have had quite a decided improvement in the evaporated apple situation here during the past few days. This has been brought about by a better demand from Europe for both spot and future delivery goods. This improvement in the buying from over there is reported to be on account of the severe freeze which they had about ten days ago. Later reports seem to be much more serious than was first expected.

Exporters are paying up to 5¼ for good quality prime apples in 50-pound boxes, and up to 6¾ for the same quality 1913 crop October-November shipment.

The domestic trade has not shown any signs of improvement, with practically all the goods now in cold storage holders are raising their prices. Choice quality is quotable to-day at 6½ to 7¼ cents, with fancy 7½ to 8 cents.

Raspberries are also in better demand; offerings are becoming quite scarce. Strictly choice stock is not obtainable below 15 to 16 cents per pound f. o. b. in barrels.

C. C. HALL.

Rochester, N. Y.

#### MARKET NOTES.

All the rhubarb on the market is from nearby points and averages ½ cents per bunch. The demand is fair.

New potatoes are slow but cheap. The range is \$4.25 to \$4.50 per barrel and the demand only moderate.

All the beans are from Florida and range from \$3 to \$3.50. The demand is good.

Peas are from North Carolina and South Carolina and are not very good; \$1.75 is top.

The first Florida corn is in, but very poor. It brought \$2.50 per bushel of 100 ears.

# LOSING YOUR TIME AND HERS!



You could sell ARGO STARCH to *ten* customers in the time it takes to sell bulk starch to *one*, because when you handle ARGO STARCH there's no weighing, no wrapping, no tying—just



a neat carton to take from the shelf and hand out. You can sell ARGO STARCH and *nine other articles* to one customer in the time it would take to scoop, weigh, wrap and tie bulk starch. This means you can't afford to bother with bulk starch. ARGO STARCH is *clean* starch, it starches clothes *white*; we say so in our extensive advertising and sales come quick to the grocer who keeps ARGO STARCH well displayed.

**Corn Products Refining Company**  
**NEW YORK**



#### WHAT TO TELL CUSTOMERS

"ARGO STARCH is the clean and pure starch. The first time you use it you'll notice how much whiter your clothes look. Let me send it to you this week."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s  
Department Food Stores, Dover, N. J.

**A New Boss.**—You and I have now to meet the demands of a new boss. She represents the Housewives' League. She is gentle and reasonable and occasionally rational in laying down her rules. Most of them are very old rules. Clean floors, clean counters, clean hands and clean looking fellows generally are prominent features of the new—old agitation. All of which have been "agitated" in Straight Talks very many times during the past five years.

So we are, or should be, fully up to the standard of Madam's tardy awakening.

Maybe she isn't a trade paper reader.

You remember what Hamlet said to Ophelia. He said: "Be thou as chaste as ice, as pure as snow, thou shalt not escape calumny." But the Housewives' League means well and will point out to you many of your shortenings, all of which from a sense of good taste you will endeavor to correct.

\*\*\*

**Being Yourself.**—Sell goods in your own way. If you try to imitate somebody you'll slop over.

Going at a customer hammer and tongs like the other fellow may make a monkey of you. Your way is the best for you. Always remember that. But put energy and earnestness into your efforts. A man can always be himself by always believing in himself. If you are at the age when you're disposed to imitate be careful that you don't lose your identity. Act well your part. Don't confound this with imitating things well done. That's different. That's head work and hand work. It's a pretty good sign when you want to go somebody in your line one better. It shows ambition. It shows progress. He's a dead one that never resents a thing being better done by anybody than he does it. But in mannerisms, in speech, in real life—be yourself.

\*\*\*

**About "Owning" the Customer.**  
Better get that "owning" business out of your mind. Many a good fellow has split on the rock of supposed personality. You don't own the customer. "I" doesn't command that man or woman to come to a certain store. Certainly you're

a factor. She knows you because you know her. Not because you know her name and her graces, but because you know her whims. You know on what point she's cranky. But knowing those things doesn't own a customer. Sometimes you may think it does. If there's any permanent owning going, it reflects on the firm. It's the firm, boys, that holds the grip on the trade. So don't bank on anything rosy from the people who you have been "in the habit of waiting on so many years."

\*\*\*

**Speaking of Favoritism.**—There simply can't be any when it comes to square dealing. The man that gives goods away is a fool. That is exactly the term. No matter how slick he may consider himself he'll be tripped up. Even the woman or the man he "accommodates" will go back on him in time. The fellow that lasts is the fellow

that's on the level. The salesman that is respected is the one that is looking out for the Boss's end of it. His end of it is your end of it.

\*\*\*

**Know Canned Goods.**—Many a sale is lost because salesmen aren't posted on canned goods. When a customer says she can buy canned peas for 10 cents she needs instruction. Your price is 12 cents, but yours are solid packed cans. Yours are so sifted that the size is uniform. Yours are small. Yours don't contain yellows nor bursts nor soaks. If she kicks on a 12-cent tomato price she must be told that yours at 12 cents are cheaper than hers at 10 cents. The cans contain less water. The fruit is more whole—more selected and very likely Jersey pack extra standards instead of Maryland standard. Your peaches, too, at 25 cents is the extra standard California fruit, and while "extra standard" means



### Summer Sales of Wheatena

Your sales of **Wheatena** oughtn't to fall off much in Summer. The brand has an astonishing all-the-year round sale. Partly because of its distinctiveness, partly because of the extraordinarily careful way in which it is packed, and partly because of the very wide guarantee that we put behind it.

**THE WHEATENA CO., Rahway, N. J.**

Member of the American Specialty Manufacturers' Association



## Brass Tacks

Our business is to sell merchandise. We want your trade on a business basis. We guarantee you full weight and measure and goods as represented. Can you beat it? We are building for the future.



**SYRUPS**—Our Syrup trade is a source of great satisfaction to us. Our aim has been to keep our Syrups up to the standard, always uniform in quality, and prices right, our trade continues to grow. A square deal always wins out. Our principal brands include: **Royal Table Syrup, Challenge, Gilt Edge, Ex. Amber, Crescent Fancy Cloudy, King "B" Drips, White Clover, Cruiser Brand, Etc.** We also carry a line of Sugar Syrups and New Orleans Molasses. Send us your orders.

**EVAPORATED PEACHES**—We are offering a fine line of California Dried Peaches at very attractive prices; last week's sales as heavy as any week this year. **Herbert's Santa Clara Choice**, at 6½c.; **New Choice Yellow Free**, bright, at 6¾c.; **Green Pennant Ex. Choice Muirs**, at 7½c.; **Flora Ex. Fancy**, large, at 9c.; **Jumbo Ex. Large Fancy**, at 9½c. These goods all in 25-lb. boxes and crop of 1912; don't miss these, the trade will buy Peaches for two months yet, and some sell all summer.

**APRICOTS**—The finest lot of Evaporated Slab Apricots offered this season. You know a Slab Apricot means that the fruit is dried and evaporated when it is dead ripe, in perfect condition for eating, having all the full, rich flavor of ripe fruit. You should not miss these: 50-lb. boxes, at 9½c., and 25-lb. boxes, at 10c. The indications are that next year's crop, owing to frost damage, will be at least two cents per pound higher.

**KIRK, FOSTER & CO.**

WHOLESALE  
GROCERS 209

NORTH WATER STREET  
PHILADELPHIA - PENNSYLVANIA



le just now in tomatoes, it does designate a standard in California fruit. It means almost the choicest picked. It means speckless fruit of uniform size put up in sweet heavy syrup. Not ragged. Not lumpy. Not colorless. In lima beans you know the size regulates the price. In corn it isn't the color at the flavor and wholeness of the kernel and the creamy taste that tells. Meet "cheap" prices by talking.

### CORRESPONDENCE.

Another Bang at the Retailers' Canned Corn Profits.

Aberdeen, Md., April 22, 1913.  
To the Editor.

Dear Sir:—If the retailers would give the consumer the benefit of the low price in corn, the market would respond to that much sooner, and it does seem a shame that so many retailers should aim at abnormal profits instead of selling to their customers on a reasonable advance and thus help to get rid of the over-production of corn and help in this way to reduce the "hue and cry" against the high cost of living.

It is small wonder that the outcry should be so great when the same prices are demanded of consumers whether there is an over-production of an article or not. If there is an over-production and retailers can buy at a greatly reduced price, surely they should give their customers the benefit of this reduction instead of trying to make a killing and pocket that much larger profits. This policy holds goods on the shelf that might otherwise be quickly moved to be replaced by others and the consumer would be given food at a much lower price than he is often able to buy under present methods of trading.

Business methods are changing and many retailers who pursue this policy will either have to change same or give way to competitors who have their ear closer to the ground and who follow improved methods in trading.

"The people" are studying business methods to-day as never before and they are not going to be satisfied until many of the existing trade evils are a thing of the past and old policies have given place to the newer and better methods so that the consumer can get his goods on a more reasonable basis and the price more in line with existing conditions.

Your svery truly,  
WILLIAM SILVER & CO., INC.

Nearby asparagus is coming regularly forward and commands 5 to 40 cents per bunch. Southern asparagus commands 20 to 32 cents.



## Satisfactory and Profitable Freihofers' Egg Elbow Macaroni

pays the grocer a nice profit and pleases his customers. It's a high grade, pure food, made of *real eggs* and *fine quality farina*, in a clean, sunlit, *American* factory.

Tell your customers it's the most tender and delicious macaroni they ever ate, because, once you get them started, they'll buy it all the time, and that means a steady stream of sales and profits for you. Selling FREIHOFFER'S EGG ELBOW MACARONI also leads to the sale of FREIHOFFER'S SPAGHETTI, PASTELS and NOODLES, all clean, *American* made, profitable goods.

*Freihofers* Baking Company, Philadelphia.

### WHAT TO TELL CUSTOMERS

"I want to please you, so I'm going to ask you to try FREIHOFFER'S EGG MACARONI; it's the tenderest, most delicious, best flavored you ever tasted."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## Speak to Customers About Banner Lye

**Banner Lye** should be used regularly to disinfect kitchen sinks, bath-room and closet traps and wastepipes, to remove odors from outhouses, chicken coops, damp cellars, barns, stables, in fact, it has dozens of uses as a protector of health. A weak solution will cleanse refrigerators and prevent the accumulation of foul matter that taints butter, milk, etc. **Banner Lye** is used for more kinds of cleansing than any other article you sell, therefore you should *sell more of it*, and you will if you'll call it to the attention of your customers.

### THE PENN CHEMICAL WORKS

Philadelphia, Penna.

#### WHAT TO TELL CUSTOMERS

"BANNER LYE is a household 'Health Protector,' the greatest cleanser and disinfectant manufactured. It's handy to use because of the sifter top can. Let me send you some this week?"

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



# Make Money Out of Baled Waste Paper

Any retail grocer and general storekeeper, large or small, can make money out of

## SCHICK'S All Steel Baling Press

for waste paper.

It quickly and easily makes bales weighing 150 pounds, measuring 18 x 20 x 33 inches. One boy can operate it in odd times.

And you get two advantages from it—(1) baling waste paper greatly reduces fire risk and often gives you a lower insurance rate; and (2) it fixes it so that you can sell it. There is always a market for baled waste paper.

Write for prices and terms.

**DAVENPORT MFG. COMPANY, Davenport, Iowa**



## None Better But a Lot Poorer

¶ There has never been at any time or at any place any better butter made than **Gurnse**, but there is a mountain of poorer butter made.

¶ From which it would appear safe to pin faith to **Gurnse**. We do all we can to protect you—we authorize you to refund the money to one or a hundred dissatisfied customers. Let us say that that costs little, for nobody is ever dissatisfied with **Gurnse**.

¶ A fancy dairy butter, made by us with care and affection, wrapped in brine-dipped parchment and sealed in carton.

Packed in 20, 30 and 50-pound boxes—pounds and half-pounds—41 cents.  
Prices subject to market changes.

**P. F. BROWN & CO.** 39-41-43 SOUTH FRONT ST.  
PHILADELPHIA, PA.

## Dealers and consumers recognize Welch's

as the standard in grape juice. Welch's is the standard—  
*First:* Because we have always insisted on the highest quality and the utmost purity in its production.

*Second:* Because we have by continuous advertising educated the public with regard to the excellence of

# Welch's

*"The National Drink"*

When grape juice is mentioned, Welch's at once suggests itself. It has a permanent place in public favor. The moment you put Welch's in your store, you begin to get your share of the benefit of our advertising.

We always pay more than the market price for grapes. Others take the "run of vineyard," which means the vineyard picked clean. We secure the best of the Chautauqua Concord because we pay for the best and take only grapes of first quality.

Attractive and attention-compelling display advertising will be supplied to dealers who are pushing Welch's.

Sold by all jobbers

The Welch Grape Juice Company - - Westfield, N. Y.







#### CCIV.—What the Incorporation of a Small Business May Mean.

Probably the readers hereof know that the National Credit Men's Association is an organization composed of the men who pass on credits for the largest manufacturers and wholesalers in the United States. It is an important organization and anything it does is entitled to consideration.

The National Credit Men's Association is launching a movement now which will have a widespread effect if it succeeds, as it probably will. Its aim is to protect manufacturers and jobbers against small retail concerns who incorporate their businesses in order to evade individual responsibility. To all the association members has gone, during the last few days, the following warning:—

A member of the association finds that there is a number of small people seeking to limit their liability under the cloak of incorporation—small merchants who have fair nominal, but small, real investment in their business, though considerable outside, which they wish to put beyond the risk of the business. Creditors in such cases should protect themselves by getting personal guarantee of officers and owners.

This member says his house has frequently made losses in selling such corporations, though it was found that the officers were possessed of ample outside means.

In my own practice I have seen this tendency for a long time, and have in many cases protected clients against it in precisely this way. No matter which end of the above situation the particular reader hereof represents, he will be interested and enlightened, perhaps, in hearing the subject discussed.

It is a familiar result of incorporation that the stockholders are not personally liable for the debts of the company. In partnership it is different. Suppose A, B and C form a partnership for the doing of a retail business. Each one is worth \$5,000, of which each contributes \$1,000 to the firm capital. The creditors of the firm are

really guaranteed the payment of their debts by a fund of \$15,000—the \$3,000 contributed as capital, plus the \$12,000 held by the partners in their individual right, for if the \$3,000 became at any time insufficient for the payment of the firm's debts, the creditors could go after the \$12,000 and eat every dollar of it up if necessary.

This feature of partnership always figures in the credit rating. A partnership such as I have described would probably be given a very high rating, both as to capital and credit, always provided that it paid its debts promptly, because its available assets would be so far in excess of its probable liabilities.

Now consider the case of A, B and C if instead of forming a partnership, they formed a corporation. Each contributed \$1,000 to the capital stock, making \$3,000 in all. The company would then be chartered with \$3,000 capital. In this case all that the creditors would have by way of guarantee would be the \$3,000 capital stock, and the \$12,000 held by A, B and C personally would be as immune from liability for the company's debts as money owned by you or me. And this figures in the credit rating, too. I have known many cases where partners with a certain rating incorporated their business, and where the immediate result was a reduction of their credit standing. This should always be expected and guarded against when a business is turned into a corporation.

The tendency which the National Credit Men's Association is out to fight will probably continue as long as incorporation is so easy and so comparatively inexpensive as it is to-day. There have recently been several bankruptcy cases in this district in which this precise situation developed—a little bankrupt corporation formed and owned by sev-

eral individuals of good financial standing, any one of whom could have paid all the company's debts without feeling it, but did not because the law did not compel it. In not one of these cases, so far as I have seen, did even one of the creditors take the trouble to protect himself by some individual's guarantee. One case stands out as a rather notable example. The corporation which figured in it was capitalized at \$10,000. It became bankrupt when its liabilities reached \$11,000. There were six stockholders whose combined wealth, it was brought out, aggregated nearly \$80,000, not a cent of which, of course, could be touched by the creditors of the company.

Some of the shrewdest jobbing houses in existence are coming to insist that every corporation whose capitalization is less than \$10,000, guarantee its accounts by the signature of some individual who is known to be good for the amount at stake. This of course is not used where the credit asked is small, but proves exceedingly useful when larger sums are involved. I have met a number of cases where the seller got this guarantee, but failed to get it in writing. In some cases the individual who was asked to give the guarantee was called up by telephone, and in other cases he was called on by somebody from the seller's office. Attempts made to collect on such a guarantee invariably failed, for the reason that an agreement to pay the debt of another must almost always be in writing, and this includes the agreement of a stockholder to be responsible for the debt of his own corporation, as he and his corporation are two distinct and separate entities under the law.

(Copyright, April, 1913, by Elton J. Buckley.)

Question: A. R. S., St. Paul, Minn.—I bought the stock and

fixtures of a small grocery and confectionery store. The bill of sale says I have sold to A. R. Steinke the following described goods, chattels and personal property to wit: "All the stock, fixtures, good will of business, etc., located in store No. 831 University avenue St. Paul, Minn." Ice box, two counters not included in this sale. (A regular bill of sale.)

Now after several months I find that the gas light (value \$5) and the pressure tank connected with the soda fountain (value \$25) are claimed by different companies. The light is rented out by the gas company and the tank exchanged when empty for a full tank by a soda water supply company. Can I compel the former owner to deduct the value of the light and the tank—he still has a small mortgage on stock and fixtures—or compel him to pay the companies for them? My reason for this is that some one may come in and say he owns the scale (value \$60) and that it was only rented to the former owner.

Find enclosed a self-addressed stamped envelope for reply.

Answer.—If the price you paid included certain fixtures which you understood you were to get, and it develops later that the man who sold to you did not own them, you have the choice of three remedies. You can let the claimant take them and deduct their fair value from any balance still due him, or you can compel him to pay for them or you can hold them and pay for them out of any balance due him.

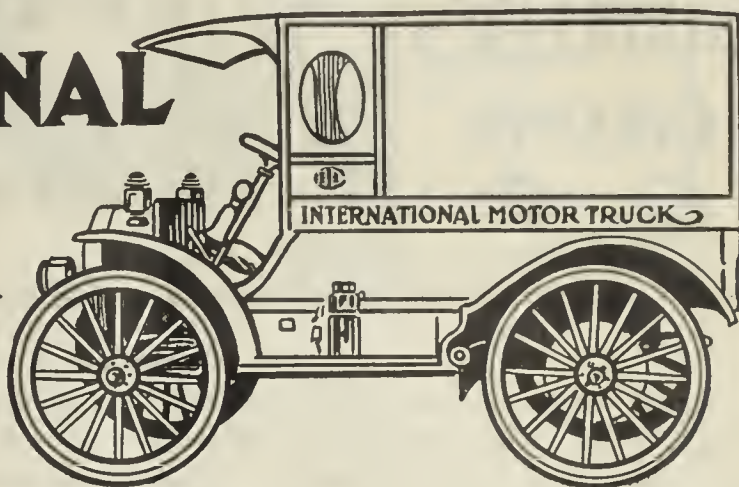
This applies particularly to the light; I don't see that you have so much ground to stand on as to the tank, for while you don't get actual ownership in the tank, you do get the perpetual use of it without cost, which is pretty nearly as good.

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

A few baskets of lima beans are coming North from Florida at \$4.50. The demand is fair.



# How Would You Like To Own *That* **INTERNATIONAL MOTOR TRUCK** **?**



Afford it? Of course, you can! In fact, you can't afford to be without it. You can't afford to lose the extra business that an INTERNATIONAL MOTOR TRUCK would bring you.

With proper care—such care as you can easily learn to give it—the INTERNATIONAL MOTOR TRUCK costs no more to keep than a horse and wagon, but it will do over twice as much work. An INTERNATIONAL MOTOR TRUCK will enable you to serve a larger number of customers; to serve them more promptly and better than you can with a horse and wagon.

It is a good advertisement for you, for it shows that you are a progressive merchant. It never gets tired or sick as a horse does, but is ready at all times to meet the demands of your business and will work day and night if you wish.

Write us for catalogue and literature showing pictures of INTERNATIONAL MOTOR TRUCKS now being used by successful merchants. Ask us for any information you wish on the subject of motor delivery. We will gladly help you solve your delivery problem in the right way. Address your letter to the

## International Harvester Company of America

504 Harvester Building

(Incorporated)

Chicago U S A



## What's Your Time Worth?

Any man who is worth the room he takes up in a grocery store can find something more profitable to do, even in his spare time, than putting sugar in bags. Add to the waste of energy the cost of bags and twine and the loss from overweight, and you'll see why it's a losing proposition. The right way to handle sugar is in **Franklin Cartons**, because **Franklin Carton Sugar** is ready to sell when you get it; no scoop, no scales, no bags, no twine, no bother, no loss, but a neat carton that's a pleasure to handle. All the fast-selling grades of sugar are packed in **Franklin Cartons**—Granulated, Powdered, Confectioners' XXXX, Dessert and Table, Cube—and you can buy to suit your convenience in containers of 24, 48, 60 and 120 lbs.

### THE FRANKLIN SUGAR REFINING COMPANY, Philadelphia

"Your customers know FRANKLIN CARTON SUGAR means CLEAN SUGAR"





### The Account of a Tough Case.

By George, I believe if I'd made money and had it all safe and tight in my hand, I'd have gumption enough to hang on to it.

I suppose everybody has the same hunch before he gets the money. It's after it comes that you feel different.

I see so many fellows make good money out of their business and then risk the whole bag by going into something else. They forget all about how hard it was to make it. I don't get next to it at all.

I know a grocer that has just died that did this. I don't know for certain, and it ain't any of my business, but people say he didn't have a dollar he could call his own when he died. I do know this, though, that for a while he had so much he could have pulled out and lived like a king for the rest of his life without doing a tap.

He wasn't an old man either.

This fellow started without a dollar. He made a big success out of the grocery business in twenty-five years, and owned a little bunch of bang-up stores. He got to be a big man in his town and was on the top of the wheel in every way.

Then he bought some stock in another concern, and *that* made

good, too. I suppose he made as much money out of that as he did out of the grocery business, but all this time he had his head with him and didn't let up on his grocery business even a little bit.

When you add to what he made out of the grocery business, what he made out of this other thing, it piled up a neat bunch of money, with more being put with it all the time.

If he'd only been satisfied with that, everything would have been all right. I believe he would have been alive to-day, good for twenty-five more years.

I've always had a hunch that these fellows that make money sort of easy—when all their eggs hatch in everything they go in—are apt to get the idea that they can't lose, and take it from me, that's the time when they need a guardian appointed.

Somebody went to this man just about this time and worked him up to go into some kind of an electric light scheme. I don't rightly know the ins and outs of it, but it had to do with starting a bunch of electric light plants in little towns and feeding 'em all from one big plant.

"Big money in it, old man; you want to put every dollar you can

scrape together in it and get all your friends to put theirs in."

I can hear the big talk foaming now.

It got him. He did put a bunch of money in, and for a while it seemed like it wasn't going to go. They found they had to do more than they thought and they needed more coin. It was put up to everybody to rustle up some more stuff, and this grocer went out with a crab net for all his friends. He even got people that sold him goods to go in, and by the time they thought they had enough he had little bunches of money from a pretty big list of people that had gone in simply because he said it was a great thing.

Nothing so wrong up to that point, but he was so sure the thing would go and so big-hearted about it, that he gave each one of the friends he had got to go in a paper that if it didn't go he would stand good for all they had in it! Holy crikes, just think of the tarnal foolishness of that!

And listen here—there's more. It came out that what he had put in himself or signed up for, put with what guarantee he'd given to his friends, was just about all he was worth! Can you beat it—put

everything he'd got together in twenty-five years, on one stake!

You know what's coming—the electric scheme busted. He lost every dollar he had in it. That wouldn't have put him down and out by itself, but the friends began to come in his office with the papers he gave 'em in their hands. He figured up that when he made everything good he was done. Didn't have a dollar!

He took sick and died and they say now there won't be a thing left. Holy smokes, ain't it a shame?

I've met up with a lot of cases like this in my time, but this is about the limit so far.

I'll tell you my hunch about it—all this sort of thing comes from that feeling that the fellow gets that's made good two or three times over—"I'm a born winner; everything I've touched so far has come across, and so'll this. I'll play the limit."

The fellow that can be as stingy and as careful with his coin after he's made a lot of it, as he was when he was starting in to make it, is the fellow that these things don't happen to.

THE STROLLER.

These trade-mark or cross lines on every package  
**CRESCO FLOUR** DIET FOR  
 And Causes  
**KIDNEY AND LIVER TROUBLES AND OBESITY**  
 Makes delicious food for everybody.  
 Unlike other flours. Ask physicians. For book  
 or sample, write  
**FARWELL & RHINES, WATERTOWN, N. Y., U. S. A.**

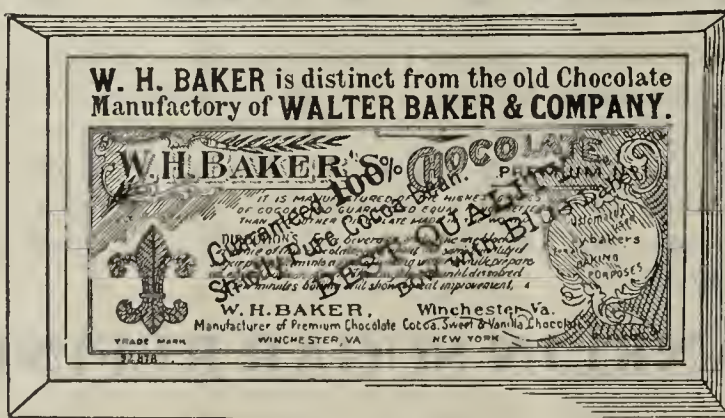
### MANY GROCERS

Find it pays them to read the  
 "good stuff" in

**The Advertising World**  
 Columbus, Ohio

Sample free, or four months' trial for 10 cents

## W. H. BAKER, WINCHESTER, VA.

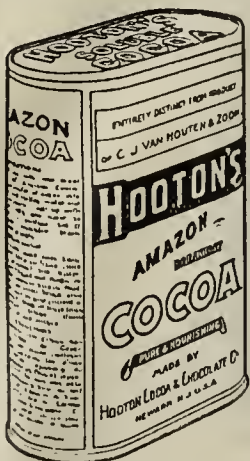


### Chocolate and Cocoa Preparations

United States Serial No. 5257  
 Guaranteed Under the Food and Drugs Act, June 30, 1906

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"





## Every Customer Who Tries Hooton's Cocoa

on your recommendation will be a *better customer* for you than ever, because the Quality, Fine Flavor and Big Money's Worth will make her grateful to you. This also means she will always buy it and you can count on steady sales. We give you a special opportunity to handle Hooton's Cocoa profitably, and we have a special proposition that will start it selling over *your* counter. We'll gladly explain if you write us.



## NESNAH MR. GROCER—HERE IS The New Dessert

Your customers are right now seeing NESNAH ads in the leading women's publications, and they're going to come into your store for it.

You know how a new dessert, when properly exploited, attracts women. You also know the prestige to be had for all grocers who proclaim themselves progressive by stocking the best and latest things in your line.

Here is NESNAH—a welcome change from gelatine—a decidedly different dessert. A quick selling preparation for making the most delicious milk and cream desserts and ice cream. Nutritious, healthful, very tasty and easily made in a jiffy. **An easy seller that repeats often.**

Your profit: 33 1/3% on cost and 25% on selling price.

Put up in Nine Rich Flavors—packed single or assorted:

Caramel  
Coffee  
Vanilla

Chocolate  
Raspberry  
Pistachio

Orange  
Lemon  
Maple

1 Dozen 10c Packages in a Container  
3, 6 or 12 Dozen in a Case, 90c a Dozen

We assure you that Nesnah will "make good" for you. Our policy is to supply the trade through the local jobber. If not found in stock order direct from Laboratory :::



**Chr. Hansen's Laboratory**  
LITTLE FALLS, N. Y.

THERE'S  
MONEY  
IN IT  
FOR  
YOU

## Babbitt's Cleanser

### "There's Money in It for You"

BABBITT'S CLEANSER is one of those fast-selling, profit-making products that are always turning money into the grocer's cash register. Women everywhere know BABBITT'S CLEANSER and will buy it on sight because they know its effectiveness. You'll find the package makes a splendid display on your shelves. Keep it there so customers can always see it and you'll have lots of sales.

**B. T. Babbitt, Inc.**  
New York



## What Do You Lose by Forgetting to Charge?

You may be losing hundreds or thousands of dollars a year by forgetting to charge for goods sold in rush hours. You cannot blame yourself nor your clerks for this. The human mind cannot remember everything. If you want to learn how to stop this drain on your business, ask us to tell you about

With Only One Writing **The McCASKEY SYSTEM** The End of Drudgery

By preventing forgetting to charge, The McCaskey System will put hundreds of dollars of profit in your pocket every year. It saves money in other ways, too. Here are some of the ways it saves and earns real profit.

It cuts out useless bookkeeping, gives you more time for the important ends of your business.

It prevents mistakes and misunderstandings with customers that follow.

It ends rebating to customers when they dispute an account—because there can be no mistakes—they have the same record as you and in the same handwriting.

It collects money faster than any human collector can bring it in. It furnishes a statement in full with every purchase.

It prevents overbuying and overselling; steers you away from business wreck.

It will prove your loss to the insurance companies in case of fire.

A hundred thousand merchants in all lines of business use The McCaskey System. Will you let us tell you what it will do for you, in figures based on your own business?

Write to-day, before you forget.



R. A. Alouf F. A. Alouf  
A. ALOUF & SONS  
General Merchandise  
308-310 Park Street, N. W.,  
Roanoke, Va.

February 9, 1912.

McCaskey Register Co.,  
Alliance, Ohio.

Dear Sirs:—We have been using one of your latest model registers for over a year, and think we have had sufficient experience with it to be able to assure you it is the most valuable fixture any merchant can place in his store. We have used several different simplified accounting systems, including the separate book idea, and find the McCaskey far ahead of anything we have seen or had demonstrated to us. The customers like the slip holders, and want their slips with each purchase, as they are then satisfied they are getting a square deal. It is the best protection against mistakes, disputes and forgotten charges we have ever seen, as well as helping us to easier and quicker collections, and we would not part with it under any consideration if we could not get another. You are at liberty to refer anyone to me as to the merits of your system. Yours truly,

A. ALOUF & SONS.  
By R. A. Alouf.

**The McCaskey Register Co., Alliance, Ohio**

BRANCHES:—New York, Chicago, Boston, Washington, Pittsburgh, Memphis, Atlanta, Kansas City, San Francisco, Seattle; Dominion Register Company, Ltd., Toronto, Canada; Manchester, England.

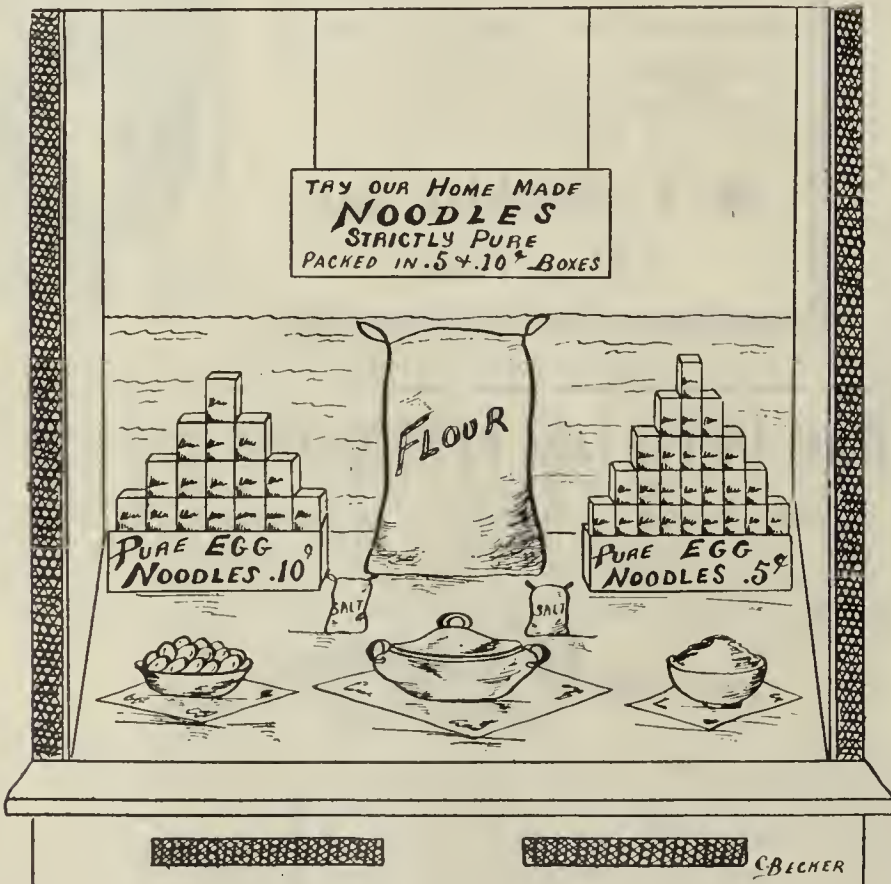
The Largest Manufacturers of Carbon Coated Salesbooks in the World





### Egg Noodle Display.

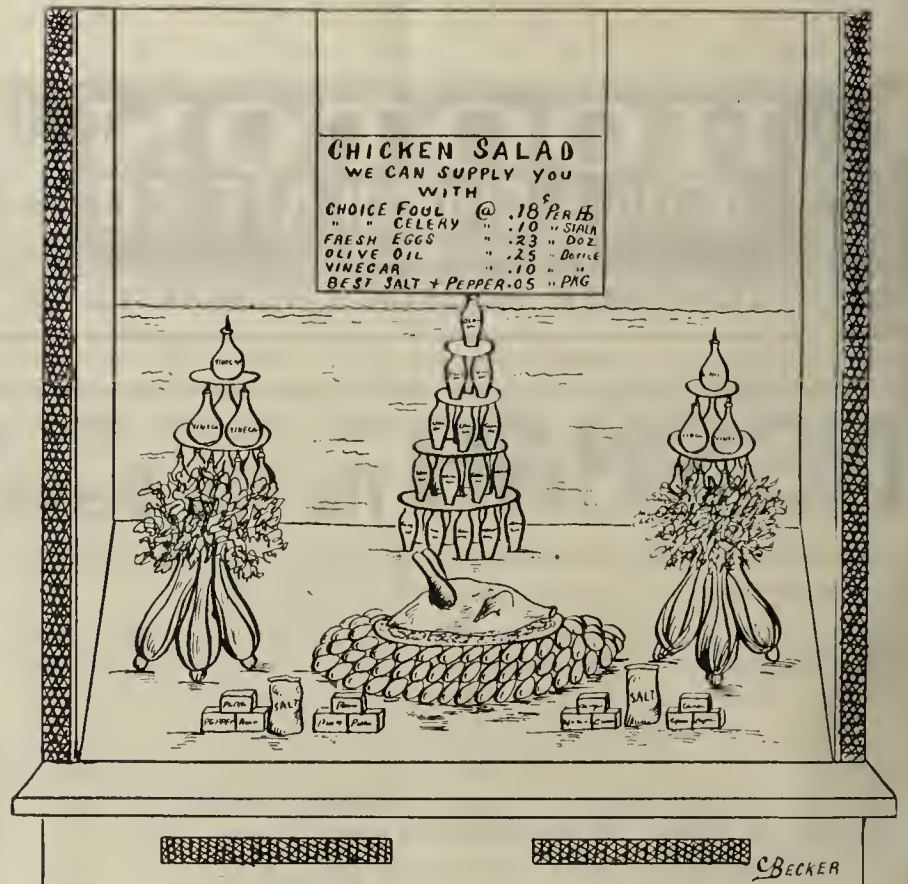
If you sell a good, homemade package noodle make a window of them in the following manner: First cover the bottom of the window with yellow crepe paper—a pale shade looks best. Along the front place three paper napkins. On the one in the centre place a covered soup tureen, and at one side a dish of fresh eggs and at the other side a deep bowl filled with flour. In the centre, back of the tureen, place



two sacks of salt. Cover two wooden boxes with the crepe paper and letter them in black as illustrated. Build a pyramid of the packages on each box and between them place a large sack of a good selling brand of flour. Run a width or two of the crepe paper across the rear for a background. Suspend a large, neat sign card with lettering as illustrated.

### Ready-made Salad Display.

This display is suggestive of the popular and tasty dish, "chicken salad." If you sell fowl, make a display like this and increase your sales of it. To arrange, first cover the bottom with green crepe paper; a dark shade will look the best. Along the front at each side place a small sack of salt and small pyramids of black and red pepper. Back of this, in the centre, place three cans of tomatoes and on them place a large platter with a nice dressed chicken garnished with



parsley or celery tops. Place fresh eggs all around this to form a slant. At each side place four stalks of choice celery, tying a string around the top to hold them in position. In the centre at the rear build a pyramid of olive oil, and at each side a pyramid of vinegar in fancy bottles, using round glass disks or wooden ones covered with the green crepe paper. Make a background of the crepe paper. Suspend a large sign card, naming article and its price.

### Milwaukee Grocers Organize New Public Bus Line.

A co-operative motor "bus service" similar to that in operation in other large cities has been proposed by John A. Bayliss to Milwaukee, Wis., grocers and marketmen, and they will act definitely upon the proposition at a meeting on May 1st. The idea has been the subject

of much discussion and it is looked upon with favor. Bayliss, at a meeting of grocers and marketmen, outlined a tentative plan for the issuance of 5,000 shares of stock at \$10 a share. He declared that there are at least 1,000 grocers and butchers interested, all of whom would be agents for the sale of stock. The proposed plan is in the

nature of a retaliatory measure upon the local street railway company, a subsidiary of the North American Company. In an effort to reduce the cost of living the street railway officials recently announced their intention of converting unused portions of their interurban right of way into gardens, the product of which was to be sold to employees

at cost, and also proposed the wholesale buying of groceries and meats for the benefit of employees.

Florida strawberries are about done. Berries from Virginia and North Carolina bring 12 to 17 cents, and are wanted, despite a rather poor quality.



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Monday.

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and Canada.

AND

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Contributed.

## Well-Known Grocer Says Grocers Cannot Comply With Net Weight Laws

**L. J. Callanan, Veteran New York Retailer, Discusses New Weights and Measures Act of That State, and Shows How Helpless It Leaves the Trade. Some Objections Would Apply to Any Net Weight Law.**

This letter is intended to appeal to every honest dealer and consumer in this State. It is absolutely impossible to comply with the conditions laid down by the Bureau of Weights and Measures. Amend the law by striking out measures, then if a consumer is cheated it will be their own fault.

I respectfully call your attention to what is known as the Brooks Bill and the regulations which were formulated by Dr. Reichman and his confreres to be enforced after June 1st next. It would be simply impossible for merchants to comply with their instructions in regard to the sale of goods by weight, measure or numerical count. If the bill called for weight alone it would be a bill in the interest of the consumer and could be complied with without any risk by every merchant in New York. There are two exceptions which could not be sold by weight at the time of sale: Meat, held over, which marked net weight at the time it was received. Nothing evaporates out of meat except water.

When the Bureau of Weights and Measures was appointed I wrote to Mayor Gaynor about the impossibility of complying with the law in respect to meats. I received an answer from him that I did not know what I was talking about. I had one Irish ham left; it was hanging up in my store four months; when it was hung up it weighed twelve pounds. In order to make a test I had it put in soak for about twelve hours. It weighed ten pounds when it was put in soak; when it was taken out it weighed eleven and a half pounds, having absorbed one and a half pounds of water. I gave it to the steward of my yacht to cook. Unfortunately he was sent somewhere else and neglected to see to it himself; he gave it to another man in the store to cook, who did not pay attention to it and left it to boil to rags. I lost the ham and the evidence I wanted to gain, which was to show

that it regained its original weight. I lost the ham and the evidence, but the fact stood clearly that it absorbed one and a half pounds of water.

Soap: I have two to three hundred boxes of soap drying on the fourth floor of my store. The soap is put on the shelves weighing about seventy-eight pounds; it reduces in weight to about sixty-five to seventy pounds, according to the length of time it is drying; all the water that is in the soap evaporates; it is then fit for family use. Drying it out is appreciated by every family I sell it to. You will see that it is impossible to comply with the law in regard to the weight of the soap.

I have not had a measure in my store for years. There is no need of them in grocery stores. Every article in them except liquids can be sold by weight. An amendment to the Brooks law striking out all of it which calls for measure or numerical count, and especially in the way of tolerances, should be struck out, as they lead to graft; would be in the interest of the consumers and of all honest dealers in the State.

I advocate the striking measures out of the bill for the simple reason that there is not a grocer in New York who employs clerks who can guarantee that all his customers will get the same measure. The clerks are human; they have their likes and dislikes, and naturally the customer they like will get the best measure. How easy it is for a clerk when asked for a small measure of potatoes or other vegetables to leave a large hole in measure, waiting on the customer he dislikes, and giving the customer he likes good measure. There is no way of stopping it except to weigh the goods. Neither the employer nor the customer can prevent it. It will be said how can we weigh spinach? When it is brought to the store weigh it; find out how many pounds you get for the money you

paid for it; fix your profit on it; let the clerk put it up in bags and in his spare moments you will have it in better condition, clean and more pleasing to the customers than when it is exposed on a stand. It will be far less trouble when the merchant gets used to it. The same with all other vegetables; a little more trouble at first, but it will amply repay the trouble and satisfaction it will give to the customers.

If the Brooks Bill is amended, beans, peas, cranberries and all other goods will be sold in that way; a tin quart which holds only one and a quarter pounds of beans cannot be palmed off for a quart. The amendment of the law will be in the interest of every honest merchant, and without question in the interest of the consumer.

L. J. CALLANAN.

New York, N. Y.,

April 29, 1913.

## Cold Storage Food Bill Passes Both Houses and Goes to Governor, Who Will Sign It

**House Agrees to Amendments Eliminating Informers and Extending Time of Storing Eggs. Not Much Hope for Lower Oleo Tax for Year to Come. Minnesota Asks Pennsylvania to Favor Government Ownership of Oil Industry.**

Special Correspondence of "Grocery World and General Merchant."

Harrisburg, Pa., May 2, 1913.

The Senate, after much backing and filling, passed the cold storage food bill on Tuesday. It does not go to the Governor yet, however, for although the House passed it first, the Senate amended it in two places and it must now go back to see if the House will agree to the amendments, which it probably will. If it does, the bill will go to the Governor, who will sign it. The full text of the bill, as amended, is as follows:—

### AN ACT

For the protection of the public health and the prevention of fraud and deception by regulating the storage and sale of cold storage foods and fixing penalties for the violation of the provisions thereof and providing for the enforcement thereof.

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That this act shall be known and may be cited as the "Cold Storage Act of 1913."

Sec. 2. The term "cold storage," as used in this act, shall mean the storage of food at or below a temperature of 40 degrees Fahrenheit in a cold storage warehouse.

Sec. 3. The term "cold storage warehouse," as used in this act, shall mean an establishment employing refrigerating machinery or ice for the purpose of refrigeration, or a place otherwise artificially cooled, in which articles of food are stored for thirty days or more at a temperature of 40 degrees Fahrenheit or under.

Sec. 4. The term "food," as used in this act, shall mean the fresh flesh of animals and fresh products therefrom, the fresh flesh of fowls, fresh food, fish, eggs and butter, which have been stored in a cold storage warehouse.

Sec. 5. The word "container," as used in this act, shall be taken to mean any bag, band, barrel, basket, bottle, box, caddy, can, canister, carton, crate, firkin, hogshead, jar, jug, keg, stopper, vessel, wrapper, frozen bulk or any similar or analogous utensil, receptacle, band or wrapper in which food may be kept stored, sold or offered for sale.

Sec. 6. The word "marked," as used in this act, shall be taken to mean written, printed, stamped or painted, or any other means whereby words or figures may be indicated in or on a container or on any cover attached thereto.

Sec. 7. The term "wholesome," as used in this act, shall mean fit for human food.

Sec. 8. No person, firm or corporation shall operate a cold storage warehouse without a license issued by the Department of Agriculture, through its agent, the Dairy and Food Commissioner. Such license shall be issued only on written application, stating the location of such warehouse. Upon receipt of the application the said Dairy and Food Commissioner shall cause an examination to be made into the sanitary conditions of such warehouse. If it be found to be in a sanitary condition and properly equipped for the purpose of cold storage, the Dairy and Food Commissioner shall cause a license to be issued authorizing the applicant to operate a cold storage warehouse during the period of one year from the date of such license. No license shall be issued until the applicant therefor shall have paid to the Dairy and Food Commissioner the sum of \$50. A license shall be required for each separate warehouse building.

Sec. 9. Whenever any warehouse licensed under the provisions of this act, or any portion of such warehouse, shall be deemed by the Dairy and Food Commissioner to be in an unsanitary condition, it shall be the duty of the Dairy and Food Commissioner to cause such warehouse, or portion thereof, to be closed until it shall be put in a sanitary condition. If such changes be not made within a reasonable time, the Dairy and Food Commissioner may suspend or revoke the license granted for the operation of such



warehouse. It shall be unlawful for any person, firm or corporation to operate any such warehouse, or portion thereof, when the same shall be closed by order of the Dairy and Food Commissioner.

Sec. 10. It shall be the duty of every person, firm or corporation that shall be licensed to operate a cold storage warehouse to keep an accurate record of the receipts and withdrawals of food therefrom. The agents of the Dairy and Food Commissioner shall have free access to such records at all times. It shall be the duty of each person, firm or corporation licensed to operate a cold storage warehouse to file in the office of the Dairy and Food Commissioner on or before the sixth day of January, April, July and October of each year a report setting forth in itemized particulars the kind and quantities of food products held in cold storage in such warehouse. The report shall be made on printed forms prepared and supplied by the Dairy and Food Commissioner. If, in the judgment of the Dairy and Food Commissioner, it shall be deemed better in enforcing this act to cause reports to be made at more frequent intervals than herein required, said Dairy and Food Commissioner may cause such reports to be filed in accordance herewith.

Sec. 11. It shall be unlawful for any person, firm or corporation to place in any cold storage warehouse, to keep therein, or to sell, offer or expose for sale any diseased, tainted or otherwise unwholesome food.

Sec. 12. It shall be unlawful for any person, firm or corporation to place in any cold storage warehouse any slaughtered animals, or parts thereof, unless the entrails and other offensive parts have been first properly removed.

Sec. 13. It shall be the duty of the Dairy and Food Commissioner to cause to be made a careful inspection of all cold storage foods, with a view to determining whether the same are wholesome. Such inspection shall be made where such food is stored and each package of such food so inspected shall bear the marks, stamps or other device for identification provided for in this section.

It shall be the duty of the Dairy and Food Commissioner to make such rules and regulations as he may deem proper relating to such inspection and supervision and to the cold storage of food, and otherwise to secure the proper enforcement of this act. Duly authorized agents of the Dairy and Food Commissioner may at any reasonable time enter such warehouse, and inspect the same.

Sec. 14. All food, when deposited in cold storage warehouses, shall have plainly marked upon the container the date that such food shall be placed in such warehouse. If such food be not in a container, such marking shall be on such food or on a tag or label securely and permanently attached thereto.

Such food, or the container thereof, shall have marked plainly thereon the date of withdrawal of such food from such warehouse. The marking of food in accordance with the terms of this section shall be under such regulations as may be prescribed by the Dairy and Food Commissioner.

Sec. 15. It shall be unlawful for any person, firm or corporation, or any agent thereof, to sell or offer or expose for sale or have in possession with intent to sell at wholesale, any food which is not marked and distinguished on the outside of each container in a conspicuous place by a placard with the words



## "I Have Sold Them for Years"

It is a pleasure for the grocer to sell Borden's Eagle Brand Condensed Milk and Borden's Peerless Brand Evaporated Milk, because they are such lively sellers and always prove so satisfactory to the customer. Established reputation for *purity and quality*, together with steady advertising, keep Borden's Brands of Milk moving rapidly from the grocer's shelves. You can handle Borden's Milks with perfect confidence, knowing that every can in every case will sell and give satisfaction.

There are brands of condensed and evaporated milks which do not give satisfaction because of inferior quality, or they will not keep until sold, owing to unscientific, careless or insanitary methods of manufacture, causing many complaints from customers. You can avoid all these complaints by handling only Borden's Eagle Brand Condensed Milk, Borden's Peerless Brand Evaporated Milk, St. Charles and Silver Cow Brands of Evaporated Milk. All Borden's Brands, whether sweetened or unsweetened, are made from the highest-grade raw milk, by the most modern method of manufacture, and are guaranteed *absolutely pure*. Push their sale.

## Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857

NEW YORK



### WHAT TO TELL CUSTOMERS

"I would rather have you use BORDEN'S MILKS than any other brand, because I know from experience that they will give you better satisfaction."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



"wholesome cold storage food" printed thereon, such placard to be placed in a conspicuous position in full view of the purchaser, and the said words, "wholesome cold storage food," on such placard shall be printed in plain, uncondensed gothic letters, not less than one-half inch in length, and in addition to all such food shall be marked with the date when it is placed in any such cold storage warehouse and with the date when it is withdrawn from such cold storage warehouse.

There shall also be displayed upon every open container containing such food in the same manner in a conspicuous position, a placard with the words "wholesome cold storage food" printed thereon in the same form as above described in this section, and when such food is sold from such container, or otherwise, at retail, before being delivered to the purchaser, it shall be wrapped in wrappers plainly stamped on the outside thereof with the words "wholesome cold storage food" printed or stamped thereon in letters one-fourth inch square, and such wrapper shall also contain the date of first placing such food in cold storage and the said words, "wholesome cold storage food," and the date of first placing such food in cold storage so stamped or printed on said wrapper shall not be in any manner concealed, but shall be in plain view of the purchaser at the time of the purchase.

Sec. 16. No person, firm or corporation shall sell, offer or expose for sale any of the herein named foods which shall have been held for longer period of time than herein specified in a cold storage warehouse or warehouses, to wit: Whole carcasses of beef or any parts thereof, four months; whole carcasses of pork or any parts thereof, six months; whole carcasses of sheep or any parts thereof, six months; whole carcasses of lamb or any parts thereof, six months; whole carcasses of veal or any parts thereof, three months; dressed fowl, drawn, five months; dressed fowl, undrawn, eight months; eggs, eight months; butter, nine months, and fish, nine months.

Sec. 17. After food has been withdrawn from a cold storage warehouse for the purpose of placing it on the market for sale, it shall be unlawful for any person, firm or corporation to return such food, or any portion thereof, to such warehouse or any other similar warehouse. Subject to such regulations as shall be prescribed by the Dairy and Food Commissioner, food may be transferred from one cold storage warehouse to another, provided that the total length of time such food shall remain in cold storage for the purpose of sale shall not exceed the time specified in Section 16 of this act.

Sec. 18. No food shall be sold or offered or exposed for sale in this State which shall have been placed or stored in any cold storage warehouse outside of this State, unless it first shall have been marked as provided for in Section 15 of this act. Provided, however, that no such food shall be sold or offered or exposed for sale in this State if the total length of time that such food has remained in cold storage shall exceed that specified in Section 16 of this act.

Sec. 19. It shall be unlawful for any person, firm or corporation to mark, or cause to be marked, any container of food with a mark or marks other than those required by this act to be marked on such food or container. It shall be unlawful for any person, firm or corporation to change, or cause to be changed,

any mark or marks on any food or container after such mark or marks have been placed thereon. Provided, that nothing in this section shall apply to the marking of such container with the name and address of the owner thereof.

Sec. 20. Nothing in this act shall be construed to prohibit the shipping, consigning or transporting of fresh food in properly refrigerated cars within this State to points of destination, nor when received to prohibit the same being held in a cooling room for a period of forty-eight hours. And provided further, that nothing in this act shall be construed to prohibit the keeping of fresh food in ice boxes or refrigerators in retail stores while the same is offered or exposed for sale.

Sec. 21. It shall be the duty of the Department of Agriculture, through its Dairy and Food Commissioner, to enforce all of the provisions of this act, and to make all rules and regulations not otherwise herein provided necessary for the enforcement of the same, but any citizen of the Commonwealth having knowledge or information of the violation of any of the provisions of this act may, in the name of the Commonwealth begin a suit for penalty or prosecution for misdemeanor in accordance with the provisions of this act, and may prosecute to final judgment any such suit or prosecution, giving notice in writing, however, to the Dairy and Food Commissioner of the commencement of such suit or prosecution immediately upon the commencement of the same, stating the nature of the proceeding and the magistrate before whom commenced, and shall in like manner report to the Dairy and Food Commissioner each successive step taken in such suit or prosecution.

Sec. 22. That all license fees and fines and penalties imposed and recovered for the violation of any of the provisions of this act shall be paid to the Dairy and Food Commissioner or his agent, and when so collected and paid shall thereafter be by the Dairy and Food Commissioner paid into the State Treasury for the use of the Commonwealth, in accordance with the provisions of this act.

Sec. 23. Any person, firm or corporation that shall violate any of the provisions of this act shall be guilty of a misdemeanor, and upon conviction thereof shall be sentenced for the first offense to pay a fine not exceeding \$500, and for the second and each subsequent offense, such person, firm or corporation shall be sentenced to pay a fine of not more than \$1,000, and in addition thereto, such person, or the members of such firm or the officers of such corporation, as the case may be, with guilty knowledge of the fact, may be sentenced to undergo imprisonment in the jail of the proper county for a period of not less than thirty nor more than ninety days, or both, at the discretion of the court.

Sec. 24. All acts and parts of acts inconsistent with the provisions of this act are repealed.

Sec. 25. This law shall take effect ninety days after its final passage.

The House agreed to the amendments on Thursday and the bill is now in the Governor's hands.

The State of Minnesota has asked the Pennsylvania Legislature to declare itself in favor of the

(Continued on page 15.)

## Chain Stores in England and Their Effect on Individual Retailers

Figures Showing Business, Net Profits and Dividends of Several English Chain Store Concerns. Correspondent Says They Succeed Because of Sound Finance and Elimination of Unnecessary Business Expenses.

Special Correspondence of "Grocery World and General Merchant."

London, Eng., April 20, 1913.

Your readers doubtless know that England is full of co-operative and chain stores, sometimes meaning stores whose stock is owned by consumers, who pay regular prices for goods, but get the profits back so many times each year in the form of dividends, and sometimes meaning chains of stores privately owned like those in America. I have just been interested in looking over the annual reports of several chain store systems for the last three years, showing what dividends they pay and what their net profits were. I am sending the figures herewith:—

meet competition from the larger organizations and the margin by which they are separated from insolvency is impossible, but the reports used cover companies dealing in a number of diversified lines whose only common point is the possession of a retail business, and therefore shed some light on the subject. These reports show much similarity, especially in their complaints of high prices and the greater difficulty of doing a profitable business with the commodity markets as firm as they have been for the past 18 months. Most of the balance sheets show a higher value of stock in hand, involving the use of large quantities of capi-

Companies.	Net Profits.			Dividends.							
	1910.	1911.	1912.	1906.	1907.	1908.	1909.	1910.	1911.	1912.	
				P. Ct.	P. Ct.	P. Ct.	P. Ct.	P. Ct.	P. Ct.	P. Ct.	
Albert Baker .....	\$57,166	\$50,174	\$38,061	6	5.5	5.5	5.5	5	4	3.5	
Boots (Eastern).....	109,219	117,278	121,609			12	12	12	12	12	
Chas. Baker & Co.....	53,921	79,241	84,298				2	Nil.	5	7.5	
Eastman's.....	458,400	405,618	182,727	6	6	6	10	8	8	Nil.	
Freeman, Hardy & Willis	303,650	316,799	356,763	12.5	12.5	12.5	12.5	12.5	12.5	12.5	
Fuller's.....	76,063	66,550	73,903	10	10	12.5	15	17.5	17.5	20	
Home and Colon'l Stores	568,699	850,752	738,365	15	Nil.	Nil.	10	Nil.	20	20	
International Tea Co.....	531,140	523,748	608,532	8	6	6	7	7	7	8	
Lipton .....	690,007	613,700	642,106	6.5	7	8	8	6	6	6	
Maynard's.....	28,834	51,585	26,868	10	10	10	10	10	10	10	
Maypole Dairy.....	1,955,652	2,358,500	2,645,858	53.75	53.75	62.5	61	100	200	212.5	
R. & J. Dick.....	193,453	27,910	111,822				4	3	Nil.	Nil.	

The balance sheets of these companies are analyzed as follows:—

Companies.	Total Liabilities.	Reserves.	Leases, Property, etc.	Stock in Trade.	Good Will.	Cash and Investments.
Albert Baker .....	\$1,092,369	\$68,000	\$618,542	\$529,986	(1)	\$34,586
Boots (Eastern).....	2,631,555	402,601	1,845,475	601,996	\$122,000	50,981
Chas. Baker & Co.....	2,001,835	177,218	771,983	840,936	279,367	41,789
Eastman's.....	6,139,110	365,000	4,894,273	474,596	(1)	248,172
Freeman, Hardy & Willis...	4,720,218	681,000	1,637,869	2,632,840	Nil.	388,362
Fuller's.....	652,000	119,230	455,120	70,301	Nil.	8,945
Home and Colonial Stores...	9,518,334	1,318,023	1,365,861	3,051,344	3,311,707	1,583,763
International Tea Co.....	8,467,554	1,495,879	2,473,871	1,519,550	3,049,709	630,723
Lipton.....	19,536,603	706,000	11,766,457	5,204,430	(1)	1,037,056
Maynard's.....	694,566	54,000	281,274	187,044	124,500	32,936
Maypole Dairy.....	11,008,101	3,017,000	4,345,877	1,539,654	2,058,043	2,981,325
R. & J. Dick.....	4,055,673	78,000	654,992	1,241,683	63,000	91,330

All these concerns maintain groups of retail stores. These figures show that the competition of the chain store as it bears upon the small retailer is very heavy. In fact the position of the small retail dealer is becoming constantly more difficult here. An inquiry into the real condition of a large number of shopkeepers with a view to ascertaining the methods by which they

rise in the price of commodities must be somewhat embarrassing. Some companies operating retail stores have entered into direct competition with the large combines controlling various branches of trade, while there are other instances in which the retailer has become not only a manufacturer but also a supplier of his own raw materials. Other retail store compan-



es have close connection with large wholesalers and manufacturers. The sound finance of these companies, however, is the secret of their steady dividends.

BERTRAM OGDEN.

#### Oatmeal Millers Are Against Proposed Tariff Change.

The smaller oatmeal manufacturers are forming a combination to oppose the proposed change in the oatmeal tariff. A meeting of the oatmeal millers will be held in Chicago within a few days and at that time a definite programme will be adopted for the preparation and presentation of the matters at issue before the Senate Committee. Primarily the independent manufacturers of oatmeal feel that the end they must attain is the placing of oats (grain) and the manufactured product of oats on a parity in the tariff bill. As adopted by the Democratic caucus and soon to be placed before the House for adoption, the tariff bill specifies that oats (grain) shall pay a duty of 10 cents a bushel, while oatmeal, oat hulls and other products of the grain shall be admitted duty free. A brief, in which these points were emphasized, already has been laid before President Wilson by the millers, and in this document it was declared that practically all of the mills, both in the United States and in Canada, draw the major portion of their supplies of the grain from Canada, that country always having a greater surplus over consumption needs than does the United States. Strong representations were made to the President that the tariff bill, if enacted as drawn, would give such an advantage to the Canadian oatmeal trust and to the largest American manufacturer, with mills also in Canada, that the independent millers literally would be forced out of business.

## PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.

### MANY GROCERS

Find it pays them to read the "good stuff" in

The Advertising World  
Columbus, Ohio

Sample free, or four months' trial for 10 cents



## The laundry soap that will please your customers

PEARL BORAX SOAP does not injure the skin nor the most delicate fabric, yet it has no equal as a remover of spots, stains, dirt and grease, because it's PURE SOAP.

Every cake weighs a full pound—sixteen honest ounces, white and hard. It does not waste. It is *quantity* and *quality*. It pleases all classes. It repeats. Pearl Borax Soap has been a success for 35 years. Make it your leader; you couldn't offer customers a finer laundry soap. We make handsome gifts to your customers in exchange for the wrappers from Pearl Borax Soap, and that pleases the thousands who want gifts, while the sales pass through *your* hands and every cake pays *you* a profit.

## CHAS. W. YOUNG & CO.

Makers of Soaps of Merit

ESTABLISHED 1877

PHILADELPHIA



### WHAT TO TELL CUSTOMERS

"PEARL BORAX SOAP is hard because it's pure, but it's not too hard to make good suds. Every cake weighs a full pound. Try it and see how much less it takes to do the wash than when you use ordinary soaps. Don't forget, the wrappers are valuable."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



# WITH THE EDITOR

A good example of the foolish and oppressive lengths to which a so-called protective tariff can go, is the duty on Greek currants.

It is two cents a pound, and the Greek residents of the United States, as stated last week, have petitioned Congress to remove it. If it is removed prices in this country should drop two cents all along the line.

The absurdity of the currant duty is that it gave protection where there was nothing to protect. No currants are grown in this country, and none can be grown here. Every pound we consume we get from Greece, we always have gotten it from Greece, and for climatic reasons, we probably always will. The California interests, who have been the greediest beneficiaries of the high tariff, originally got the two-cent duty on the ground that their sultana raisins competed with currants and if given a chance would take their place. This was wholly untrue. Even when sultana raisins have been cents a pound below currants, nobody has thought of using them as a substitute. The two are totally dissimilar.

The duty has therefore done the California interests no good, since it "protected" something that did not exist, and it has injured both currant producers and consumers, the first by raising the price of their product two cents a pound and thus reducing sales; and the second by taxing every pound an extra two cents for a perfectly unnecessary and empty purpose.

This duty should be taken off.

The Philadelphia "Evening Telegraph" tried to do the traveling salesman a good turn last week, but it made a hopeless mess of it. It published an article headed "Salesman and Teacher Too," which very cleverly exalted the traveling man as a business expert who can do any retailer fine service by keeping him in touch with outside trade developments. All very good, but read this extract:—

The more merchants he (the salesman) sees in a day the more goods he sells, and at a lower margin of cost. He is absent at times from two weeks to four months from his fireside, and he leaves behind large and anxious families. Every man is sent into the field of woe on a small drawing account barely sufficient to get about, and anxious wives and babies sit alone at home waiting the glad tidings and praying for the safety of the husband that is trying, trying, trying!

The business man who reads the papers and is alive to current events is apt to sleep much more poorly while his Legislature is in session than he did before. He never knows until adjournment just what will be handed to him. It is a mighty, sovereign power—the power to make laws for the people, and why we so carelessly hand it to men we often would not trust on a boy's errand, is one of the amazing features of our American governmental practice.

A certain member of the Pennsylvania Legislature died a few days ago and the Senate held a memorial service for him. Eulogies flew thick and fast, and a single paragraph from one of them points well what is said in the first paragraph of this article. Here it is:—

I knew Mr. — not intimately, but I do have a recollection of him when I was a member of the House of Representatives, and I can recall him in those days coming over to our side of this branch of the government and speaking to the men of that House of Representatives on questions in which he was interested, and at all times you could see by the actions of the man that his interests were the interests of the people of his home. He at all times has a kindly word to say, and as a matter of fact, went about it in such a fatherly way that it was almost impossible for any man to say no. I noticed him acting the selfsame way in this present session of the Legislature, and I recollect possibly the last conversation I had with him when he came around and asked if I could not support his two-judge bill for — County, and I said to him, "Senator, why are you so anxious for another judge?" He said, "My only interest is to do a kindly act to some good person in — County." I believe that this was Mr. —'s entire method of proceeding in life.

Truly a legislator typical of the kind which we elect to tax us and to prescribe rules for the running

of our business. He was working for a law creating an additional judge for his county, to be paid by the taxpayers. Because a second judge was needed? -No, because he wanted "to do a kindly act to some good person in — county." The "good person" was of course some henchman of his own. This "representative" of the people of that county had no compunctions in creating this new burden on his own community, without the slightest apparent necessity, and when he dies, a fellow-member sees nothing incongruous in citing the instance by way of eulogy—as an exhibition of energy and efficiency!

God guard us safely through the legislative session!

This journal is in receipt of the following letter:—

401 Fifth Avenue,  
Brooklyn, N. Y., April 22, 1913.  
To the Editor.

Dear Sir:—Being a subscriber to the Grocery World and General Merchant, I would like very much to have your views concerning the bill recently before the New York Assembly with regard to shorter hours for retail grocers of Greater New York. Such a bill needs all the help possible to become law, and it should become law to abolish the slavish hours now existing in the grocery business.

Yours sincerely,  
J. MULCAHY.

P. S.—Would wish to read your editorial views on the above matter.

The writer has not seen the bill in question, and would therefore not attempt to discuss it in detail. If this correspondent correctly states its object to be compelling shorter hours for retail grocers, then we believe it to be a good thing, and we hope it will pass.

It ought not to be necessary to pass such laws as this. An individual business man ought to have the courage to close his store when his mind and body call for rest, and if he alone lacks the courage, then he with other business men acting together ought to have the courage and the will to exercise it. Experience, however, has shown that such is not the case. Thousands of retailers who would gladly close at 6 o'clock keep open until 7, or 8 or even 10 because their competitors do. They cannot be blamed; every man of them has to work so hard for what he gets that it is perfectly natural to put business before everything else.

One office of the law is to protect men from the results of their own folly, and to grant them benefits which they lack the strength to get for themselves. So necessary is it, and so beneficial, that business men should have time for recreation and rest, that the law does well to get this for them by making it compulsory for all merchants to follow the same practice.

Whether such a law would be constitutional is quite another question.

## The New York Letter

**Scandal Over Freight Claims for Broken Eggs. Importers Want More Time to Sell Artificially Colored French Canned Vegetables. Will Bring Meats and Butter from Australia. Various Trade Notes and Market Summary.**

Special Correspondence of "Grocery World and General Merchant."

New York, May 2, 1913.

About fifty of the wholesale egg dealers have received subpoenas to appear before the Federal Grand Jury which is investigating charges of a serious nature made against the receivers of eggs in this city. It is charged that some of these receivers have been getting excessive

damage allowances from railroads for breakage of eggs in transit.

In some instances it is supposed that the excessive claims were allowed by the railroads to such an extent that the egg receivers were really getting rebates from the railroads under cover of allowances for breakage. In other instances, it is charged that the egg receivers really defrauded the railroads



rough collusion with the inspectors employed by the roads.

The practice has been, when claims for breakage are made, to have the shipments examined by an agent of the receiver and the railroad's inspector. It is said that the railroad inspectors in many instances made only a cursory examination of the shipment or made no examination at all, but simply allowed the claims.

According to reports that are circulating, the allowances for breakage have often been from 25 to 50 per cent. more than the actual damages.

One railroad is said to have paid out on such claims \$80,000 more than the receipts for this business and so to have gone out of the business of shipping eggs.

The egg receivers are required to bring their books and records of all kinds before the Grand Jury so it is evident that a comprehensive investigation of the subject is in progress. Among the egg merchants a number say that the investigation has been inspired by railroads in an effort to get out of the payment of existing claims for damages.

A number of the lemon dealers in the wholesale trade are renewing the agitation against the use of so-called "cigar" boxes in the shipment of Sicily lemons. They claim that the use of these small boxes in place of the standard size is the chief reason for the falling off in the sale of the Sicilian product and the corresponding gain in the sales of the fruit from California. This factor has been more important, they say, than the tariff in reducing the sales of the Sicilian product.

The law does not designate any standard size of box and merely requires that the fruit shall count from 300 to 360 to the box as the case may be. This permits of wide variations in the sizes of the lemons and of the boxes.

The New York Fruit Exchange is on record in favor of a standard size of box. The Federal Food Board is now being urged to make stringent regulations on the subject.

It is said that the variations in the sizes of lemons and boxes in the case of the Sicilian fruit led to the frequent deception of interior dealers, including retail grocers, as a result of which such dealers came

to look with suspicion on the product and to prefer the California lemons as more reliable.

\*\*\*

Importing grocery firms are requesting the Federal Board of Food and Drug inspection to extend the time for the prohibition of the sale of copper greened vegetables in interstate commerce. The prohibition became effective to-day. The importers say that they are caught with heavy stocks on their shelves and that unless the time be extended they will lose as much as \$250,000. The stocks consist largely of imported peas.

The petition asking for an extension of time was sent to the department by Francis E. Hamilton, as attorney for the importing firms.

The importers claim that the warning of the intention to enforce this prohibition was vague and that because of the uncertainty they bought large quantities of the greened vegetables for the current year's trade. The action of the Federal department has been followed by similar prohibitions in 23 States in which it is now illegal to sell these vegetables. Moreover, in this city, in which most of the vege-

tables are now located, the Board of Health is threatening to enforce a regulation under which all of these vegetables remaining here June 1st will be confiscated.

So the only way in which the importers can unload the vegetables is by selling them in some of the States in which the sale is not prohibited at the present time. Otherwise the importers will be heavy losers.

\*\*\*

Secretary Beckmann, of the National Wholesale Grocers' Association, has sent out the programme of the annual convention to be held by the association June 4, 5 and 6 in Atlantic City, N. J.

\*\*\*

According to reports, preparations are already being made on a huge scale for the importation of meats of all kinds and of butter from Australia in the expectation that the tariff will be removed within a few weeks. The prediction is made in some circles that the food products of Australia will begin pouring into this country by way of San Francisco very shortly after the new tariff goes into effect,

## RIGHT NOW IS THE TIME

More Dandelion Butter Color is being used right now than ever before.  
Are you getting your share of this buying?

Right Now is the Time to Stock Up on Dandelion and Take Some Profits



**Dandelion Brand**  **Butter Color**

**THE BRAND WITH** **THE GOLDEN SHADE**

We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS,--STATE AND NATIONAL.

**WELLS & RICHARDSON CO., - BURLINGTON, VERMONT**  
Manufacturers of Dandelion Brand Butter Color



as everything will be in readiness and as a result prices will fall.

American packers are said to be in the field already, preparing to add the Australian business to their other lines, but it is said that the Government of Australia will look out that there are no monopolies.

\*\*\*

Arquimbau & Ramee have taken possession of their new plant at Washington and Beach streets, where they have a five-story building, 60 feet square, in which they will carry on their olive packing and peanut manufacturing business. They have installed new machinery and equipment, including many new devices and improvements, both in manufacturing and in bottling.

\*\*\*

Secretary A. C. Monagle, of the American Specialty Manufacturers' Association, will leave to-morrow on a six weeks' trip, during which he will visit Detroit, Chicago, Milwaukee, Minneapolis, Columbus, Cincinnati, St. Louis, Pittsburgh, Baltimore and other cities in the interest of the organization.

While at St. Louis he expects to attend the convention of the National Retail Grocers' Association. He will be back in the East in time to attend the annual convention of the National Wholesale Grocers' Association at Atlantic City, N. J.

While the jobbers are holding their national convention in Atlantic City a meeting of the Board of Directors of the American Specialty Manufacturers' Association will be held in the same place.

\*\*\*

Circulars are being sent to the retail grocers by the American Specialty Manufacturers' Association urging them to co-operate in making effective use of the guarantee stamp on order blanks.

In this folder the retailers are reminded that a signed order is a legal contract to accept the goods ordered and that failure to accept goods ordered in due form is an unnecessary expense and annoyance to manufacturer and jobber and an insinuation against the honesty of the specialty salesman.

The following requests are urged upon the retail trade:—

Look for the guarantee stamp on order blanks.

Give the specialty salesman's proposition careful thought before ordering.

Sign all specialty orders bearing the guarantee stamp so as to have the protection of the stamp.

Ask for and keep a copy of every

(Continued on page 17.)

## Goods That Are Being Advertised to Your Customers

**"Grocery World and General Merchant" Makes Compilation of Products for Which Demand Is Being Created Through Leading Periodicals. Papers and Magazines Used as Basis Cover Entire Country.**

[The compilation which appears below is the result of more thinking along a line which was given some discussion several months ago, viz., the advantage to the retailer of keeping posted as to what products are being advertised to his customers, so that he may get the benefit of such advertising, if the product is for other reasons a desirable one to sell. The list here presented includes practically every leading magazine and periodical, and products that are not advertised in at least some of them are hardly advertised in this way at all, although they may be in newspapers or in direct ways, such as sampling, demonstrating, etc.]

### May.

#### Good Housekeeping.

Shredded Wheat, one page.  
Royal Baking Powder, one page.  
Armour's Simon Pure Lard, one page.  
Wesson Snowdrift Oil, one page.  
Crisco, one page.  
Campbell's Soups, one page.  
Nabisco, one page.  
Eagle Brand Condensed Milk, one page.  
Jell-O, one page.  
Hunt's California Fruits, half page.  
Ivin's Crackers, Cookies, etc., half page.  
Cando Silver Polish, quarter page.  
Nesnah Dessert, quarter page.  
Kitchen Bouquet Flavoring Extract, quarter page.  
Farwell & Rhines Cresco Flour, one inch.  
Wheatena, two inches.  
U-All-No Mints, two inches.  
Electro Silicon, quarter page.  
Three-in-One Oil, quarter page.  
Nosco Onion Salt, half page.  
White House Coffee, half page.  
Sunshine Specialties, half page.  
Liquid Veneer, half page.  
"61" Floor Varnish, one page.  
Elastica Floor Finish, one page.  
Jap-a-Lac, one page.  
Sherwin-Williams Paints and Varnishes, one page.  
Valspar, one page.  
Wrigley's Spearmint, one page.  
Heinz Peanut Butter, one page.  
Meadow Gold Butter, one page.  
Welch's Grape Juice, one page.  
Worcester Salt, one page.  
Van Camp's Pork and Beans, one page.  
Swift's Premium Bacon, one page.  
Ivory Soap, one page.  
Bon Ami, one page.  
Baker's Cocoa, one page.

#### Delineator.

Ivory Soap, one page.  
Procter & Gamble's White Naphtha Soap, quarter page.  
Van Camp's Pork and Beans, quarter page.  
Crisco, quarter page.  
Postum, quarter page.  
Hunt's Fruits, eighth page.  
Grape Nuts, quarter page.  
Mapleline Flavoring, two inches.  
Yacht Club Salad Dressing, two inches.  
Royal Baking Powder, quarter page.  
Crystal Domino Sugar, quarter page.  
Post Toasties, quarter page.  
Nestle's Food, quarter page.  
Jap-a-Lac, quarter page.  
Heinz's 57 Varieties, quarter page.  
Karo Corn Syrup, half page.  
Snider's Pork and Beans, half page.

Jell-O, quarter page.  
Puffed Wheat and Rice, half page.  
Electro-Silicon Silver Polish, eighth page.  
Sapolio, quarter page.  
Liquid Veneer, quarter page.  
Old Dutch Cleanser, one page.  
Kellogg's Toasted Corn Flakes, one page.

#### Ladies' World.

Old Dutch Cleanser, one page.  
Bon Ami, quarter page.  
Campbell's Soups, quarter page.  
Van Camp's Pork and Beans, one page.  
Grape Nuts, quarter page.  
Post Toasties, quarter page.  
Lea & Perrin's Sauce, twelfth page.  
Jell-O, quarter page.  
Mapleline, four inches.  
Puffed Wheat and Rice, half page.  
Burnett's Vanilla, eighth page.  
Junket Dessert, three inches.  
Snider's Pork and Beans, quarter page.  
Instant Postum, quarter page.  
Royal Baking Powder, quarter page.  
Welch's Grape Juice, quarter page.  
Sapolio, quarter page.  
Liquid Veneer, quarter page.  
Heinz's 57 Varieties, half page.  
Gold Medal Flour, one page.

#### Designer.

Ivory Soap, one page.  
Van Camp's Pork and Beans, quarter page.  
Crisco, quarter page.  
Procter & Gamble's White Naphtha Soap, quarter page.  
Instant Postum, quarter page.  
Royal Baking Powder, quarter page.  
Post Toasties, quarter page.  
Grape Nuts, quarter page.  
Heinz's 57 Varieties, half page.  
Snider's Pork and Beans, half page.  
Puffed Wheat and Rice, half page.  
Sapolio, quarter page.  
Jell-O, quarter page.  
Liquid Veneer, quarter page.  
Old Dutch Cleanser, one page.  
Kellogg Toasted Corn Flakes, one page.

#### The Woman's Magazine.

Ivory Soap, one page.  
Instant Postum, quarter page.  
Procter & Gamble's White Naphtha Soap, quarter page.  
Royal Baking Powder, quarter page.  
Van Camp's Pork and Beans, quarter page.  
Crisco, quarter page.  
Grape Nuts, quarter page.  
Post Toasties, quarter page.  
Heinz Peanut Butter and Spaggetti, half page.

Jap-a-Lac, quarter page.  
Puffed Wheat and Rice, half page.  
Three-in-One Oil, eighth page.  
Snider's Pork and Beans, half page.  
Mapleline Flavoring Extract, two inches.  
Kingsford's Cornstarch and Karo, half page.  
Sapolio, quarter page.  
Liquid Veneer, quarter page.  
Old Dutch Cleanser, one page.  
Kellogg's Corn Flakes, one page.

#### Saturday Evening Post.

U-All-No Mints, two inches.  
Campbell's Soups, half page.  
Sherwin-Williams Paints and Varnishes, quarter page.  
Meadow Gold Butter, one page.  
Hawaiian Pineapple, half page.  
Instant Postum, quarter page.  
Beech-Nut Peanut Butter, half page.  
Stag Tobacco, half page.  
Wrigley's Spearmint Gum, two pages.  
Cream of Wheat, one page.  
Berry Bros. Varnishes, quarter page.  
Huyler's Chocolates, eighth page.  
Occident Flour, quarter page.  
Knox Gelatine, quarter page.  
Valspar Varnish, quarter page.  
Kellogg Toasted Corn Flakes, eighth page.  
Armour's Grape Juice, one page.  
Fairy Soap, one page.  
Crisco, one page.  
Post Toasties, quarter page.  
Hires Root Beer, half page.  
Old Dutch Cleanser, quarter page.  
Acme Quality Paints, Enamels, Stains, half page.  
"61" Floor Varnish, one page.  
Lea & Perrin's Sauce, four inches.  
Barrington-Hall Coffee, quarter page.

#### The American Magazine.

Fairy Soap, one page.  
Shredded Wheat, two-thirds page.  
Welch Grape Juice, two-thirds page.  
Snider's Pork and Beans and Catsup, third page.  
Jap-a-Lac, third page.  
Sunshine Specialties, third page.  
Peter's Milk Chocolate, quarter page.  
Ivory Soap, one page.  
Old Dutch Cleanser, one page.  
Heinz's 57 Varieties, two-thirds page.

#### Ladies' Home Journal.

Ivory Soap, one page.  
Procter & Gamble's White Naphtha Soap, quarter page.  
Crisco, one page.  
Old Dutch Cleanser, one page.  
Royal Baking Powder, quarter page.  
Liquid Veneer, quarter page.  
Campbell's Soups, quarter page.  
Post Toasties, quarter page.  
Meadow Gold Butter, quarter page.  
Valspar Varnish, one page.  
Red Wing Grape Juice, quarter page.  
Van Camp's Pork and Beans, quarter page.  
Grape Nuts, quarter page.  
Beech-Nut Peanut Butter, half page.  
Burnett's Vanilla, eighth page.  
Sherwin-Williams Paints and Varnishes, quarter page.  
Peter's Milk Chocolate, eighth page.  
Nesnah Desserts, eighth page.  
Sunshine Specialties, eighth page.  
Gold Dust Washing Powder, eighth page.  
Underwood Deviled Ham, quarter page.  
Nosco Onion Salt, quarter page.  
Electro-Silicon, three inches.  
Hunt's California Fruits, eighth page.  
Fairy Soap, quarter page.



Lea & Perrin's Sauce, four inches.  
 Emery's Deviled Sardines, four inches.  
 Snider's Catsup and Pork and Beans, ten inches.  
 Sapolio, quarter page.  
 Jell-O, quarter page.  
 Knox Gelatine, quarter page.  
 Yacht Club Salad Dressing, two inches.  
 Three-in-One Oil, four inches.  
 Hormel's Dairy Hams and Bacon, three inches.  
 Puffed Wheat and Rice, one page.  
 Whittemore's Shoe Dressing, four inches.  
 Instant Postum, quarter page.  
 Welch's Grape Juice, quarter page.  
 Kellogg's Toasted Corn Flakes, one page.

#### Everybody's Magazine.

Cream of Wheat, one page.  
 Three-in-One Oil, one page.  
 Grape Nuts, one page.  
 Campbell's Soups, one page.  
 Welch's Grape Juice, one page.  
 "61" Floor Varnish, one page.  
 Chiclets, half page.  
 Coca-Cola, one page.  
 Jap-a-Lac, quarter page.  
 Blooker's Cocoa, two inches.  
 Liquid Veneer, quarter page.  
 Snider's Catsup, quarter page.  
 Fairy Soap, one page.  
 Nabisco, one page.  
 Ivory Soap, one page.  
 Old Dutch Cleanser, one page.  
 Post Toasties, one page.

#### The Century Magazine.

Shredded Wheat Biscuit, one page.  
 White House Coffee, half page.  
 Nabisco, one page.  
 Swift's Premium Bacon, one page.  
 Ivory Soap, one page.  
 Libby's Evaporated Milk, one page.

#### St. Nicholas.

Sapolio, one page.  
 Campbell's Soups, one page.  
 Heinz Peanut Butter, one page.  
 Nabisco, one page.  
 Jell-O, one page.  
 Fairy Soap, one page.  
 Maillard's Ground Chocolate, quarter page.  
 Eagle Condensed Milk, half page.  
 Three-in-One Oil, quarter page.  
 Ivory Soap, one page.  
 Peter's Milk Chocolate, one page.

#### Pictorial Review.

Cream of Wheat, one page.  
 Campbell's Soups, half page.  
 Grape Nuts, quarter page.  
 Instant Postum, quarter page.  
 Kellogg's Toasted Corn Flakes, one page.  
 Red Wing Grape Juice, quarter page.  
 Post Toasties, quarter page.  
 Royal Baking Powder, quarter page.  
 Liquid Veneer, quarter page.  
 Jell-O, quarter page.  
 Sapolio, quarter page.  
 Crisco, quarter page.  
 Nesnah Desserts, eighth page.  
 Kingsford's Cornstarch and Karo Syrup, half page.  
 Van Camp's Pork and Beans, half page.  
 Puffed Wheat and Rice, one page.  
 Heinz's 57 Varieties.  
 Armour's Products, half page.  
 Old Dutch Cleanser, quarter page.  
 Yacht Club Salad Dressing, three inches.  
 Crystal Domino Sugar, quarter page.  
 Whittemore's Shoe Polishes, four inches.  
 Three-in-One Oil, two inches.  
 Jap-a-Lac, eighth page.

#### McClure's.

Ivory Soap, one page.  
 Bon Ami.  
 Grape Nuts, one page.



It will pay you to push the sale of PRIZE BUTTER because you can depend on it to please your customers and bring them back; the trade you win on PRIZE BUTTER will be STEADY trade, because SATISFIED.

PRIZE BUTTER is just as pure as it can be made. We know how to make butter that will SELL and we're going to make PRIZE BUTTER the biggest selling butter in the State of Pennsylvania. Do all you can to secure the trade on PRIZE BUTTER from the start, because it's going to be *big trade*. We pack PRIZE BUTTER in carton, tub or print, and salt it or color it to suit your trade. Tell your clerks about PRIZE BUTTER and get them all interested in helping you to get the big butter business of your town.

## P. F. BROWN & CO.

39, 41 and 43 South Front Street

PHILADELPHIA



#### WHAT TO TELL CUSTOMERS

"Madame, I want you to try PRIZE BUTTER, a pure, rich, wholesome butter made under ideal conditions from the finest milk in Pennsylvania. All who've tried it are well pleased and I know you'll be."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



Sunshine Specialties, half page.  
Post Toasties, one page.  
Wrigley's Spearmint, one page.  
Fairy Soap, one page.  
Nabisco, one page.  
Jap-a-Lac, quarter page.  
Crystal Domino Sugar, quarter page.  
Snider's Catsup, quarter page.  
Liquid Veneer, quarter page.  
White House Coffee and Teas, half page.  
Cream of Wheat, one page.  
Shredded Wheat Biscuit, one page.

Smart Set

Nabisco Sugar Wafers.

McCall's Magazine.

Puffed Wheat and Puffed Rice, one page.  
Ivory Soap, one page.  
Campbell's Soups, third page.  
Instant Postum, third page.  
Post Toasties, third page.  
Grape Nuts, third page.  
Acme Quality Paints and Varnishes, third page.  
Jell-O, half page.  
Nabisco, half page.  
Heinz Peanut Butter two-thirds page.  
Sapolio, third page.  
Knox Gelatine, half page.  
Liquid Veneer, half page.  
Mapleine, three inches.  
Van Camp's Pork and Beans, third page.  
Crisco, half page.  
Cresco Grits and Barley Crystals, one inch.  
Lea & Perrin's Sauce, three inches.  
Towle's Maple Syrup, sixth page.  
Yacht Club Salad Dressing, two inches.  
Junket Dessert, one and a half inches.

(Continued on page 24.)



We would be pleased to have for publication in this column the ideas of our readers upon trade topics it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Bottles and Labels.

Manning, S. C., April 24, 1913.

To the Editor.

Dear Sir:—We would like to trouble you for some information in regard to lithographed labels and also glass bottles. What we want to know is, where we can get these things from manufacturers in reasonably small quantities?

We have made under our personal supervision a very fine article of red pepper catsup which we have been selling in crude packages for several years. We want stylish labels, bottles, caps and anything else that will contribute to the attractiveness and sale of this product.

This article has the merit; all we need is to put the proper style to it to make it a go. Our supply is limited and we therefore will not want to put too much money into

the proposition. If you can put us wise as to where we may get the right prices on labels, caps and bottles we shall be very grateful.

Thanking you in advance for this information, we beg to remain,

Very truly yours,

THE MANNING GROCERY CO.

For bottles, the Star Glass Bottle Co., 226 North Fourth street, Philadelphia. For labels, stoppers, etc., the Eagle Brush Mfg. Co., 218 North Fourth street, Philadelphia.

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Chain Store Salaries.

Hornell, N. Y., April 24, 1913.

To the Editor.

Dear Sir:—We desire information regarding a proper plan on which to base the salary of the managers of a chain grocery store. What is the usual scale?

Our idea is a fixed salary in proportion to the amount of business and a percentage of the net profits of the store after a proper deduction for the capital invested, and which is presented on a separate sheet. We ask you to fill out the blanks on same and give us your opinion of the same as a whole:—

Annual Sales.	
\$12,000	.....
15,000	.....
20,000	.....
30,000	.....
50,000	.....
75,000	.....
100,000	.....

Of net profit the company shall receive first — per cent. return on the capital invested (including stock and fixtures) and the remaining net profit divided as follows: — per cent. to the manager and — per cent. to the company.

Thanking you in advance, we are,

Yours very truly,

THE COSTON CO.,

Per P. E. Coston, Secy.

There is no fast rule as to the payment of salaries to managers of chain stores. Men are paid chiefly according to their ability to produce results. The usual method is to start them as second men, paying them a modest salary, nine or ten dollars per week. Then as they make good they are put in charge of some other store and started at perhaps eleven or twelve dollars per week.

Their reward comes at the end of the year if the store has produced satisfactory profits, and then perhaps one or two dollars per week is added to their wages.

Logically the man who assists in making the business should perhaps receive a share of the profits, but experience has proven that a man would prefer to have his pay envelope increased rather than wait an indefinite time for his increase. In other words, the class of labor that is used to manage chain store would rather have an increase in wages than a share of the profits. This has been very thoroughly tested and has worked very satisfactory.

Chain stores keep their men up to the mark by a system of superintendents. The large chain system employ a superintendent over each ten or twelve stores, according to location. These men are charged with the responsibility of seeing that all the employees in that district do their duty and that the stores make money. There is a system of rewards offered the superintendent whose district produces the best results. The chief prize would perhaps amount to \$200 for the year and so on down to a percentage of profits, but no however based on the actual profit of their district.

This system works out very well and the men in charge of the store look to their superintendent for promotion, and when the superintendent finds that he has a very good man in his district he is naturally anxious to see that he is placed, if not in charge of a store in his own district, in that of some other superintendent.

Some managers of chain stores have worked themselves up until they are in charge of very large stores and commanding a salary of from \$20 to \$22 per week. These men, however, are scarce, and \$22 jobs are also in the minority.

We have filled up the table of blanks that you have prepared, but this is of course only guess work for, as stated, salaries are not computed in this market on that basis. If you have a definite idea as to the ratio that your wage account should bear to your sales, you can then definitely fix same, but the personal equation enters very largely into the matter, and the man who is running the store whose annual sales are only \$12,000 might be a very good man building up a small



# Listen to Us Shout!

¶ No matter what time of year you pick up Gurnse butter, you'll find it good. That's the one point about Gurnse that we've shouted louder than any other—its uniformity from month to month; a tremendously important thing about butter that you expect people to use right along.

¶ We work all day to keep up the quality of Gurnse, but we work all day and all night to keep its uniformity up. Use it as a leader—it will never betray your confidence.

Packed in 20, 30 and 50-pound boxes—pounds and half-pounds—38 cents. Prices subject to market changes.

**P. F. BROWN & CO.** 39-41-43 South Front St. Philadelphia, Pa.



business and his percentage of profits might be very far in excess of the man with a \$100,000 sales, so that there is no hard and fast rule to apply. The man who makes good is paid according to what the company thinks he is worth:—

Annual Sales.	Weekly Salary.
\$12,000 .....	\$12
15,000 .....	12
20,000 .....	15
30,000 .....	15
50,000 .....	16
75,000 .....	16
100,000 .....	20 up.

\*\*\*

#### Makers of a Cigar.

Athens, Ga., April 23, 1913.  
to the Editor.

Dear Sir:—We wish to get in touch with the makers of "Don Encio" cigars. The box we have bears the name of one of their distributors but not the factory. Their factory number is 788, 1st district, Pennsylvania, and is located in Philadelphia.

If you can furnish us this information we will appreciate it very much indeed.

Very truly,  
ARNOLD & ABNEY.

Newman & Mayer Co., 117-123 South Second street, Philadelphia, make this cigar.

**COLD STORAGE FOOD BILL  
PASSES BOTH HOUSES  
AND GOES TO GOV-  
ERNOR, WHO WILL  
SIGN IT.**

(Continued from page 8.)

Government ownership of the oil producing industry. It did this through the following communication, which was presented to the legislature during the week:—

State of Minnesota.  
Thirty-eighth Session.  
House Joint Memorial.

Whereas, There is a very strong general sentiment in favor of the suppression of the gigantic monopoly now exercised by the Standard Oil Co. of Whittings, Ind.; and

Whereas, The said company has to-day absolute control of the nation's, if not the world's output and supply of crude oil, gasoline and petroleum, and the said company has unlimited and unrestrained power to dictate the market prices of the said commodities and by virtue of its unlimited and unrestrained powers does wrongfully and unlawfully and without any justification increase the market and selling prices of said commodities, which results in great injury to the consumers; and

Whereas, The said company is wrongfully and unlawfully discriminating against States and selling the said commodities cheaper in some States and localities than in others without regard to the difference of the cost of transportation and selling; and

Whereas, By reason of rapid progress made in motive power, the said products, crude oil, gasoline and petroleum have become a common necessity in every profession and vocation of life everywhere; and



## Putting Sugar in Bags is Factory Work

just as much as canning vegetables or bottling ketchup. You keep a STORE to SELL goods, not a FACTORY to PACK them. All your time should be spent in "doing things that pay" and it DOESN'T pay you to put up sugar.

FRANKLIN CARTON SUGAR is ready to sell when you get it. All you have to do is to take the CARTONS out of the CONTAINER in which they are packed and put them on your shelf. And FRANKLIN CARTON SUGAR is ALWAYS ready to sell, ready to hand out to customers, as convenient for you as canned or bottled goods. The FRANKLIN CARTON enables you to make a positive profit instead of a loss on sugar sales because you save bags, twine and labor, and there is no loss from overweight. You can make this profit on all your sugar sales, because we pack all fast selling grades in the FRANKLIN CARTON, including FRANKLIN GRANULATED, FRANKLIN CUBE (Dainty Lumps), FRANKLIN DESSERT & TABLE, FRANKLIN POWDERED and FRANKLIN XXXX CONFECTIONERS' sugars.

You can buy FRANKLIN CARTON SUGARS in the original CONTAINERS of 24, 48, 60 and 120 lbs.

## THE FRANKLIN SUGAR REFINING COMPANY PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN SUGAR."

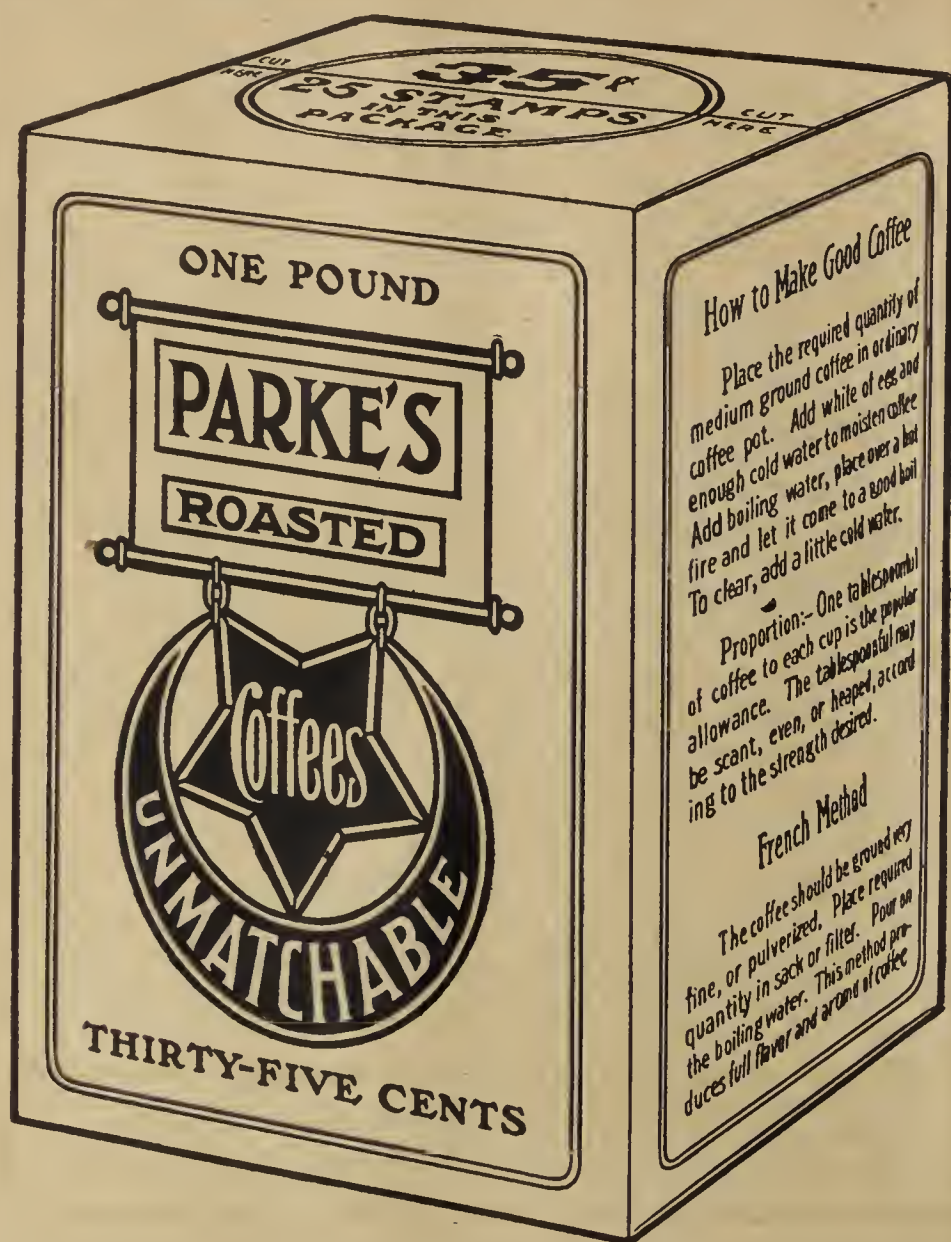


### WHAT TO TELL CUSTOMERS

"We are now selling the famous FRANKLIN CARTON SUGAR, known everywhere for its purity and quality. The carton keeps the sugar clean and dry and it won't burst in handling and let the sugar get mixed up with the rest of your order."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants





# Parke's UNMATCHABLE Coffee IS A GOOD Leader

for you to push because it will please your customers and bring them back. You can be sure of a steady sale. Packed in neat, handy cartons that save you time and overweight, besides retaining the delicious flavor and aroma.

Parke's Stamp Line Coffee appeals to the consumer who gets the best value in coffee as well as the valuable Parke stamps, which are redeemable for hundreds of valuable premiums.

The Stamp Line includes Coffee, Teas, Baking Powder, Spices, Ammonia, Blue, etc. The whole line handled as a proposition will positively increase your sales.

## L. H. PARKE COMPANY

232-234 Market Street  
PHILADELPHIA

638-640 Grant Street  
PITTSBURGH, PA.

### WHAT TO TELL CUSTOMERS

"Madame, here's a coffee we can *guarantee*, **PARKE'S UNMATCHABLE COFFEE**. You'll be pleased with its flavor and aroma, and you get a fine line of premiums for the Parke stamps that come with it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Whereas, The said Standard Oil Co. has absorbed nearly all like competing industries; and

Whereas, It is impossible for private capital to cope with or curb this gigantic and unjust monopoly; therefore be it

Resolved (the Senate concurring), That Congress be and it is hereby requested to enact a law providing for government ownership and control of oil producing industries sufficient to control prices and break the gigantic and unjust monopoly now existing; and be it further

Resolved, That the Legislature of all other States of the United States now in session, or when next convened, be and they are hereby respectfully requested to join in this request by the adoption of this or an equivalent resolution; and it is further

Resolved, That the Secretary of State be and is hereby directed to transmit copies of this resolution to the Senate and House of Representatives of the United States and to the several members of said body representing this State therein, and also to transmit copies to the Legislature of all States of the United States.

On Tuesday last the Senate finally passed the House bill making it a misdemeanor to make any false statement for the purpose of obtaining credit. The text of this bill has been printed in these letters.

The Judiciary General Committee of the Senate has favorably reported Senate Bill 958, exempting from the payment of mercantile tax, corporations, joint stock associations and limited partnerships doing business as wholesalers or retailers, who have paid a tax on their capital stock.

One of the liveliest discussions which this session has seen was on the oleomargarine bill, as to whether it should pass finally or not. The bill would have allowed the coloring of oleo and greatly improved the status of the product in Pennsylvania. As reported last week, it failed to pass. As shown by the discussion, however, the sentiment of the members is dead against any lightening of the burden which oleo has to bear in this State. The following statement, contributed to the debate by Mr. McNichol, is a fair type of many speeches made at the time:—

Mr. Speaker, those of us who were members of this House two years ago will recall the treatment that this bill received at that time. If my memory serves me right, the opposition to the bill in this House was so great that when the bill was proposed for second reading, and the consent of the House asked, it was almost unanimously repudiated. To my mind there has been no particular change in the two years that would warrant a change in the sentiment of this House. The purpose of this bill, to my mind, permitting



the coloring of an article that is not butter, to resemble butter, is for but one purpose, and that purpose is the imposition of a fraud upon an unsuspecting public. People say the coloring matter does the article no harm; it makes it more inviting to the user. A man, to my mind, who desires to use oleomargarine and has cultivated an appetite for it, will use it whether it is colored or not, and when they color the oleomargarine it is for the purpose of substituting it for butter and charging the same price for the oleomargarine that they now pay for butter.

During the hearing in the Senate, before the sub-committee to consider the Cold Storage Bill, I talked with a man who is extensively engaged in the manufacture and sale of oleomargarine, and he told me that the great trouble that they had with the oleomargarine was with the dealer, the retailer. He said that they would remove the covering and sell it for butter. Now, if you permit the substitution of this coloring matter, to have the oleomargarine resemble butter, you place the unsuspecting public at a disadvantage and subject to the unscrupulous dealer or retailer who would sell his product of oleomargarine as butter and get the same price for it.

Now, gentlemen of the House, there is absolutely no reason why this bill should pass. There is absolutely no reason why a change in sentiment in this House should occur in two years from that unanimous opposition, almost, that caused us to withhold our consent. The men who have made an investigation know that it is the interests in Chicago that are asking this House to pass this bill, and for the same reason that we repudiated it two years ago let us do it to-day, and not place at a disadvantage the working man or the poor man, who is compelled through necessity to buy this substitution. Let us make it impossible for the imposition to be practiced upon him. When he pays his price for oleomargarine, let it be oleomargarine that he gets; but don't permit them to allow a substitution and charge him the same price that he would be compelled to pay for butter.

An effort was made to revive this bill on Wednesday but it failed.

R. C.

#### THE NEW YORK LETTER.

(Continued from page 12.)

such order, and be sure that all promises and terms are plainly written or printed on same.

Neither cancel such an order after placing same, nor refuse goods when delivered.

\*\*\*

A fine of \$500 was imposed in the Court of Special Sessions early in the week on Louis Kunnert, the manager of the Steel-Drake Baking Co. for having in his plant two cans containing 121 pounds of bad eggs.

An inspector of the Board of Health testified that the eggs were found to be mixed with good eggs and used in the baking of cakes. The manager said that he did not know of the bad condition of the eggs and would not have used them if he would have noticed their condition before using them. The



## Bouillon "Herringlets"—Eaten in Many Ways

BOUILLON "HERRINGLETS" are eaten as Salad, Sandwiches, with Cheese, Fried in Butter, and in so many other ways that once you start your customers buying them you are sure of steady sales. They are selected little NORWEGIAN HERRING packed in delicious BOUILLON, and guaranteed, the same as our famous "SKIPPER SARDINES," to please your customers or we'll return their money. Push their sale—they pay you a good profit.

**Angus Watson & Company, Sole Proprietors**

Also Proprietors of "Skipper" Sardines

1011 Chestnut Street, Philadelphia, Pa.



#### WHAT TO TELL CUSTOMERS

"Let me introduce you to a new luncheon delight—BOUILLON 'HERRINGLETS,' the dainty little NORWEGIAN HERRING in bouillon, only 15 cents a can."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## WATCH THE SHOES THIS SEASON THEY'RE ALL WHITE AND TAN

This is a big year for white and tan shoes and a big year, too, for the dealer who is pushing **Mason's Shoe Dressings**. **Mason's White Dressing** makes white shoes **real white**; **Mason's Tan Combination** keeps tan shoes looking like new. Both these dressings sell rapidly and pay you **75% profit**. Keep them well displayed on your counter. Everybody who comes into your store needs them.

**NOTICE:** Look out for shoe dressings said to be "as good as Mason's;" they'll stick on your shelf. **MASON'S** are the busy sellers that give you steady sales at good profits.

**JAS. S. MASON COMPANY**

138-140 North Front Street

PHILADELPHIA



#### WHAT TO TELL CUSTOMERS

"MASON'S WHITE DRESSING is the only dressing that will make white shoes **REAL WHITE**. Try it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



judges did not accept his explanation.

The company is one of the largest cake baking companies in the city and its output is sold in numerous retail stores, chiefly bakeries and delicatessen stores.

\*\*\*

It is said that the corn packers of Maine are much pleased with a recent decision of the Supreme Court of that State sustaining the right of a packer to reject corn that had been damaged by frost. The farmers tried to deliver the corn on contract and to collect under the terms of the contract. The court held against the farmers.

The packers say that the decision is only fair to them as they are now responsible if any harm should come to a consumer as a result of eating vegetables which they packed and it should be proved that the materials were not wholesome.

\*\*\*

At the co-operative store started on Flatbush avenue, near Fifth avenue, in Brooklyn by the Rev. Madison C. Peters, the sign has been changed. The clergyman's name has been removed. It is now said that the grocery department is backed by the Larkin Co. and carries only Larkin lines, while the produce department is backed in the same way by a produce merchant in the wholesale district of Manhattan.

The present interest of Mr. Peters in the store is said to be only nominal. A few weeks ago the papers were giving big headlines to this store as one of a chain to be started by the clergyman and philanthropists to cut down the cost of living.

It seems that the experience of the clergyman in retail lines has

convinced him that retail grocers work remarkably hard for small profits. So he has reached the conclusion that the retail system itself must be displaced to some extent. He has organized a new co-operative league, based on subscriptions to a magazine and other requirements. The members send in their orders for supplies to the offices of the magazine and the league fills such orders by arrangements with various manufacturers. At least, that is what is promised. The league carries no stock of any kind, but claims that it has found manufacturers who will fill the orders thus received, and so the profits of all middlemen will be eliminated.

The idea seems more impracticable even that the co-operative store from which so much was expected and so little resulted.

#### SUMMARIZED MARKET CONDITIONS.

The spot coffee market is quiet. The reaction in options causes the trade to go slowly. It is believed by the brokers that the supplies of roasters must be nearly depleted, but it is evident that the roasters are doubtful as to the stability of the present prices and so are cautious. Prices are a trifle easier.

Distributors are inquiring for the better class of teas which are selling in a routine way. They seem to be none too plentiful as the warehouse stocks are said to consist to a large extent of the cheaper grades of Japans and Congous. There is a tendency to wait for the opening of the new crop in Japan.

There is a fair amount of jobbing business in spices, covering requirements, but the market promises to

remain quiet until after the tariff questions are settled.

It is said that the sugar refiners have booked a satisfactory amount of business on the recent basis of 4.20 cents for standard granulated and that all of them will soon be firm on the basis of 4.30 cents. Arbuckles have not yet advanced to that figure, but are likely to do so soon. Weather conditions and reports of possible labor troubles here and in Philadelphia have stimulated buying to some extent.

Grocery grades of molasses are moving steadily at quotations.

Distributors are entering the market quite frequently for small lots of canned vegetables, but are not inclined to buy except for current requirements. There is no speculative activity in either spot or future supplies. A quiet steady business in spot tomatoes is reported on the basis of 80 cents for No. 3 Marylands, f. o. b. factory. Inferior lots are plentiful and are not easy to move. Low grade corn is finding a better outlet in small orders at concessions in prices and is still plentiful. It is said that desirable standard stock at 50 cents, delivered here, is pretty well cleaned up. Cheap peas are moving steadily in a jobbing way at fairly steady prices. There is little business in future peas as both packers and distributors prefer to await crop developments before making contracts. Beans are quiet and steady.

In canned fruits, the business is restricted to sales for requirements, with prices generally steady.

Dried prunes are selling in a fair jobbing way at firm prices. Buyers continue chiefly interested in the larger sizes. They show a little more disposition to secure stock for forward shipment. Raisin Day has

not as yet caused any appreciable increase in business in the wholesale market here, but the effect may be felt later, after retailers begin to renew their stocks. A sale of 6,000 boxes of spot apricots to local and out-of-town distributors this week at prices close to quotations had a bracing influence on the market. The demand for apricots out of store continues of a hand-to-mouth kind, however. Spot peaches are in light demand but the holders are not inclined to make concessions, believing that the important period in the spring season is still to come.

Flour is selling only in a routine way at quotations ranging from \$4.75 to \$5 for spring wheat patents in wood delivered in this city. The buyers still hesitate to place any large business as they have doubts about the present prices being maintained.

Butter is generally steady with a fair trade. It is believed that the slightly lower retail prices will increase consumption and in this belief the top grades of fancy fresh creamery are a trifle firmer than they were a few days ago. The quality of the arrivals in the last week has been somewhat irregular. The top grades range from 30 to 31 cents. Seconds are available at 29 to 29½ cents. Process butter ranges from 28½ to 29½ cents and is scarce.

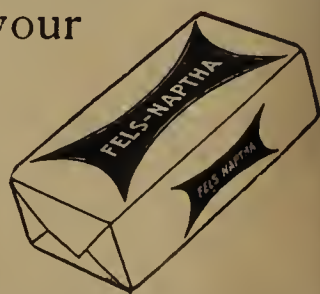
Arrivals of Western and Southern eggs are in fair volume and a considerable proportion is going directly into storage. Prices are firm on top grades. The top grades bring from 18 up to 21½ cents. Nearby eggs are in liberal supply, ranging in prices from 19 for browns and mixed colors up to 23 cents for fancy white large hennery eggs.

FRED. A. MAGILL.

## ADVERTISING

(and selling dependable goods) means successful business. If you want a **Fels-Naptha** soap electro to advertise in your local paper or your circular, we'll mail one free.

**Fels-Naptha** is a *dependable* soap of uniform high quality; so housekeepers dote on it. Tell them **Fels-Naptha's** always ready at *your* store.







# A Deadly Mail Order Weapon

If you want a weapon that will make a dent in the mail order trade, here it is.

Of all the lines a store can carry, none are so perfectly fitted to "sell by sight" as this one.

Against such a department mail order houses can make no sort of headway.

The goods it features are not the sort that people like to buy for future delivery.

*They want these goods when they want them.*

And the profit you get is the profit you fix. Price cutters can't hurt you.

How much does this money-maker cost?

Write to our Philadelphia headquarters, ask for data about our "Candy Starter Equipment" and we'll do the rest.

Please mention this journal, so we'll know what you're talking about.

---

## BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

NEW YORK

CHICAGO

ST. LOUIS

MINNEAPOLIS

DALLAS

SAMPLE { Cincinnati  
HOUSES { Omaha

Cleveland  
Portland

Kansas City  
Philadelphia

Milwaukee  
Seattle



# THE GROCERY MARKETS

## Tea.

The tea market is unchanged. As the season is closing the demand is keeping up, but it is merely the demand for actual wants, and there is no particular vim to it. Prices are unchanged throughout. The approaching end of the season is more clearly disclosing the small surplus in many lines, and it is quite probable that by the time tea is available the market will be well cleaned up of old tea.

## Coffee

The coffee market, meaning now Rio and Santos, is a shade firmer and higher than it was a week ago. The advance is perhaps  $\frac{1}{8}$  cent per pound. Speculative conditions are still in partial control of the market, and it is by no means unlikely that prices will decline further before any steady advance—if there is to be such—sets in. The market for Brazils is far below what it was at its highest point, but is still much above the old low level. Santos 4s, for example, a good average grade of Santos, rules to-day in a large way, around 13 cents green. The highest point reached was 17 cents, but the old low level was between 7 and 8. No radical advance from the present basis seems likely. Mild coffees are unchanged for the week and in fair demand. Java and Mocha unchanged and dull.

## Sugar.

The sugar market has shown no change for the week. There has been some slight strengthening of raws, and some refiners have nominally advanced refined 10 points, or to 4.30 cents for granulated, but all will still sell at the old figure, 4.20. The demand for refined sugar is fair.

## Syrup and Molasses.

Glucose is unchanged for the week. Compound syrup is dull at unchanged prices. Sugar syrup unchanged and quiet. Molasses dull at ruling quotations.

## Fish.

The mackerel situation for the week is extremely dull and will probably remain so until the tariff agitation is settled. Prices are decidedly in buyers' favor and the demand is very light. Cod, hake and haddock are unchanged in price and very dull. Domestic sardines show

no change; new goods are being offered to some extent, but find few takers. Imported sardines scarce so far as French are concerned and high and unchanged in price. Salmon of all grades unchanged and dull.

## Canned Goods.

Tomatoes are unchanged for the week. Some spot goods can be bought at  $77\frac{1}{2}$  cents f. o. b. in a large way, but nominally the market is 80 cents. The demand is fair. Future tomatoes are selling in a small way at unchanged prices. Peas and corn, both spot and future are unchanged and only in moderate demand. Apples are not actively wanted, and prices are unchanged. California canned goods on spot are unchanged. The demand is moderate, and it looks as if stocks might be pretty well cleaned up by the time the new season arrives. Only one packer has named prices on new pack goods; his figures are 5 to 10 cents below last year. Small Eastern staple canned goods are dull and unchanged. There will probably be a serious failure of the Keiffer pear crop, and some packers have withdrawn both spot and future prices.

## Dried Fruits.

Prunes are firmer, not only on the coast, but in secondary markets. The advance in the East is around  $\frac{1}{8}$  cent on all sizes, but a much larger percentage on the coast. The demand is fair. Peaches and apricots, especially the former, seem to be wanted, and the demand is very fair; prices are unchanged. Raisins, currants and other dried fruits are quiet and unchanged.

## Beans and Peas.

Domestic pea beans have advanced 10 cents per bushel during the week, and the present large way quotation is \$2.35, with even the stock obtainable at that price not fancy. Marrows are \$3.75 in a large way, which is an advance of a quarter. Scarcity is the cause in both cases. California limas are about the same, the large way price varying from 5.95 cents per pound to come forward, to 6.05 on spot. Demand fair. Green and Scotch peas dull and unchanged.

## Butter.

The receipts of butter are increasing, as the season advances. The consumptive demand holds up, and is absorbing most of the arrivals at prices about 3 cents lower than a week ago. The average quality of the butter arriving is very good. Probably prices will show still further decline as the production still further increases.

## Eggs.

The demand for eggs, both for consumption and speculation, continues very good. All receipts are being bought on arrival at about  $\frac{1}{2}$  cent above last week. The quality is still very fine. The market is firm and healthy, and will remain so, probably about on the present basis, as long as the storage season continues.

## Cheese.

Old cheese is in good demand at prices about the same as last week. Stocks are being reduced very rapidly, and will probably clean up before new cheese arrives. New cheese is still about 3 cents below the price of old, and is cleaning up on arrival. The supply will probably show a considerable increase soon, but the increased demand should keep values about where they are.

## Provisions.

All cuts of smoked meats are steady and unchanged, with an increased consumptive demand. Pure lard is steady with a good demand. Compound lard is wanted in larger quantities; market firm. Barreled pork scarce at unchanged prices; fair consumptive demand. Dried beef is  $\frac{1}{2}$  cent higher and canned meats firm and unchanged.

## INDIVIDUAL MARKET REPORTS.

### Spices.

The market is active with exceptional demand for several articles and generally firmer tone. The supplies are small and the tendency is toward higher prices.

The duty question is unsettled, but we believe the bill will pass the House as originally presented. If any changes occur, it will have to be in the Senate.

Pepper.—Prices in Europe and the East are higher. Our market is also slowly advancing. All indications point to a better demand

and higher prices are certainly indicated.

Pimento (Allspice) firmer and some little higher. The demand is very good.

Mace very scarce at present. The demand is exceptionally good. Spot and goods nearby are firmer.

Cassias.—Saigon slightly easier. Batavia in better demand. China grades are unchanged.

Gingers.—African in better demand. Prices steady. Cochin grades unchanged.

Seeds, Herbs, Etc.—Trading has been active, due we believe to the likelihood of the new tariff law becoming effective sooner than was expected. Prices during the week are unchanged. Caraway, poppy and celery all in fair demand.

McCORMICK & Co., Inc.

Baltimore, Md.

## Imported Fish Specialties.

Herring.—Trade in herring is a standstill. Holland herring are neglected as usual at this season of the year. Scotch herring have not been selling on account of the Jewish holidays, during which very few herring are sold, but Norway herring continue in regular fair demand at full prices, because they are scarce.

Mackerel.—There has been some business done, but at the expense of values. Still, the trade in mackerel is far from satisfactory.

Imported Oil Sardines.—The demand keeps up unusually well, and there is a good consuming demand. French sardines under the proposed tariff bill will pay a higher duty than they are paying at the present time, while the duty on the cheaper grades will be somewhat reduced. The fishing in France is just about to start, but there is a possibility, and in fact, and great likelihood of a lot of trouble in Brittany. As we have reported before, the packers of sardines have closed their factories several months ago and do not intend to reopen until an agreement has been reached with the sardine fishermen which will allow the packers to operate their factories at a profit. In spite of the determined efforts on the part of the French Government as well as on the part of the sardine packers, no settlement has been arrived at as yet, and it is almost impossible to say if a settlement will be reached before the sardine season opens. This would of course create a very unfortunate situation. Not only would thousands and thousands of fishermen and workmen be out of work during the sardine season in Brittany, but it would be an enormous hardship also on the sardine packers, who



have made very little money, if any at all, during several years now while sardines on the French coast have been so very scarce. Stocks of French sardines here are practically exhausted, and there is hardly anything remaining in France that would be suitable for this market.

According to cable advices we have had from Portugal, the sardine has made its appearance there a few weeks ago, but it seems that the season has not started as yet owing to the unfavorable weather conditions. This is so much more to be deplored, as the demand for Portuguese sardines here is very good, and no stocks to supply this demand. Of course this ought to have a favorable effect on the sale of Norwegian sardines, which continue in excellent demand, and, Norwegian sardines being scarce owing to the failure of the last fishing, prices are firm and higher than they have been for several years. Nevertheless, Norway sardines are still so cheap that they are one of the cheapest food products on the market.

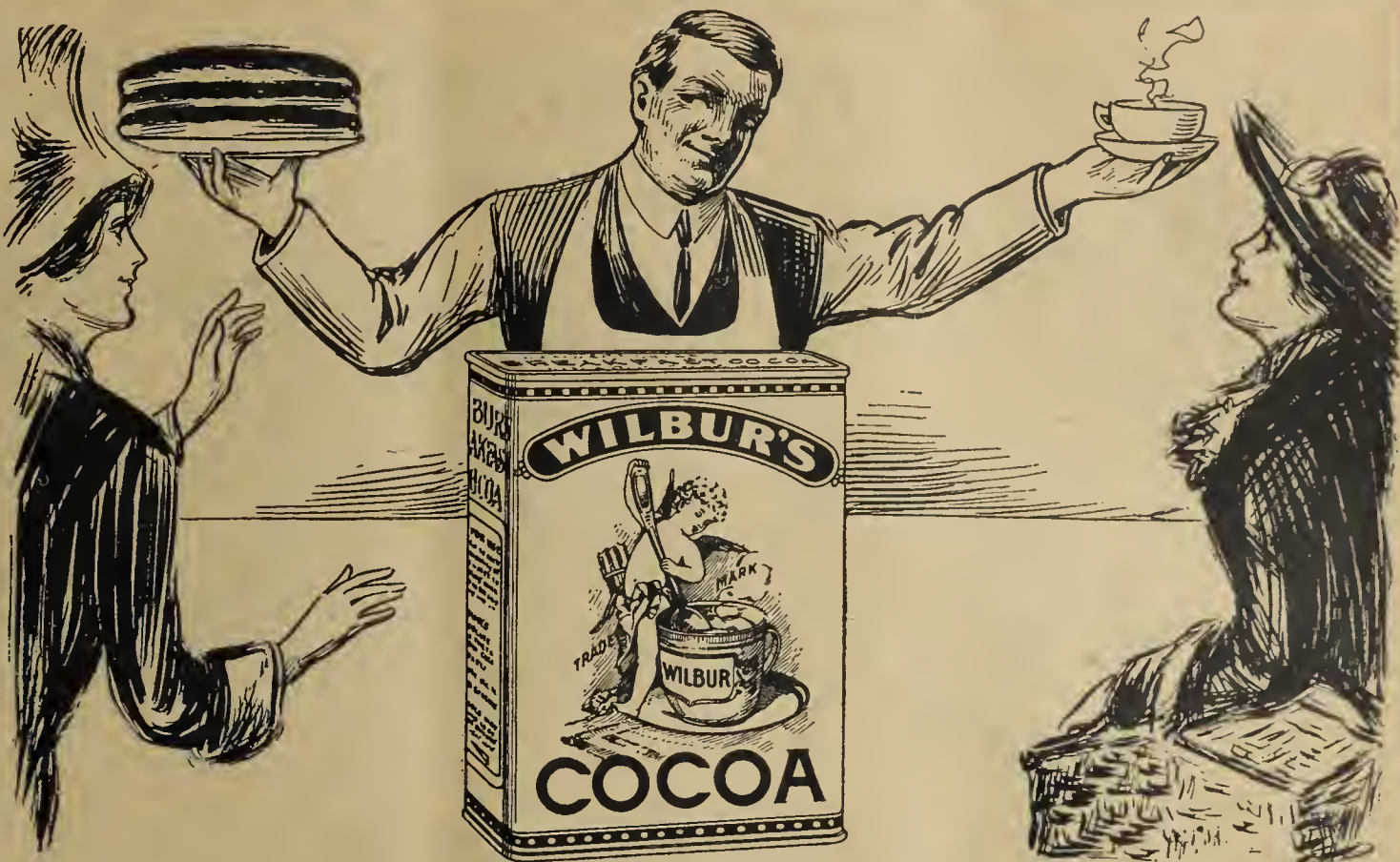
STROHMEYER & ARPE CO.  
New York.

#### Rice.

The course of the market for the past week has been featureless. Trade reports, however, are for the most part more cheerful in tone, with better inquiry. The volume of business in some directions has continued to be affected by those factors recently operating against activity—slow collections and tariff revision, which latter especially would naturally tend to cause conservative operation. The one point in which operators, and we may also add the mills, find encouragement is the admitted fact that there is no heavy accumulations of stocks in the hands of traders, and while buyers insist that price levels must be lowered because of the proposed tariff changes, it is reasonable to hope for a prompt enactment of the law with whatever change it involves. For the present nearly all business is going slow, as the inclination is to buy only for immediate use. The hand-to-mouth policy has been long pursued by nearly all classes of buyers, which leaves the general position sound. Against all this stands the really good feature of the business situation—the comparatively small stocks in hands of distributors, so that general satisfaction in the situation is evident in all lines of merchandise.

Advices from the South, along the Atlantic Coast, report that the demand has shown improvement the past week. Collections still continue slow. At New Orleans the situation is dull, but little offering, and little disposition to operate at the present.

In the interior—Southwest Louisiana, Texas and Arkansas—nothing of special interest. The planting is going along successfully,



## WILBUR'S COCOA

### Is for Baking As Well As Drinking

WILBUR'S COCOA is not only a most delicious drink, but it is also a food, and has more food value than meat, eggs, cheese or milk, in an easily digested form. Educate your customers to use it in cake baking and you'll have a cocoa trade that will surprise you.

WILBUR'S COCOA is better than chocolate for icing cakes and makes delicious Desserts, Puddings, Pudding Sauces, Candies, etc. Our booklet "COOK'S TOURS THROUGH WILBURLAND" contains 59 recipes for using WILBUR'S COCOA, so delicious that the woman who tries one wants to try all the rest. Every recipe gives the exact amount of each ingredient required, and has been thoroughly tested. If you'll send us the names and addresses of some of your customers, we'll mail each a copy of our booklet with a coupon that will bring them to you to buy WILBUR'S COCOA. When you get your customers using WILBUR'S COCOA for baking, candy making, etc., they'll buy pound and half-pound cans instead of quarter-pound cans, and they'll buy OFTEN.

**H. O. WILBUR & SONS, Inc.**  
PHILADELPHIA



#### WHAT TO TELL CUSTOMERS

"If you'll use WILBUR'S COCOA for icing cakes, instead of chocolate, you'll get a nice, soft icing that you can cut through without it falling off the cake or sticking to the knife."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



# EXTENSIVE ADVERTISING

MAKES

**Karo**  
(REG. U.S. PAT. OFF.)

EASY  
TO SELL



Every grocer, everywhere, sells KARO because our advertising reaches everywhere and creates demand for it. And everywhere that KARO sells because of our advertising it *keeps on selling* because of its quality, wholesomeness and purity. We have more than tripled its sale by teaching people to use it in cooking and home candy making as well as on the table. KARO is an "all-year-round" seller, there's no falling off, no letting up, a steady stream of sales that turn profits into the grocer's cash register. The way to get *your share* of these profits is to keep KARO well displayed at all times, because we have made the KARO can so well known that it sells on sight.

Besides its many other uses, Karo is widely used for home preserving. It will pay you to speak of this to your customers, because Karo pays you more profit than sugar.

**Corn Products Refining Company**  
**New York**

## WHAT TO TELL CUSTOMERS

"KARO is the biggest selling syrup we handle because it satisfies the greatest number of customers. Let me put a few cans in your order. I'm sure you'll like it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



barring some occasional hindrance by wet weather.

Cables and correspondence from abroad note prices again higher for rough rice, with little offering; "spot cleaned" in better demand; "forward Burma" further advanced.

DAN TALMAGE'S SONS Co.  
New York and New Orleans.

### Standard Canned Goods.

There were no developments last week worth mentioning in the market for future tomatoes. The buying orders decreased materially, but it had no effect upon the canners, who seemed to have reached that point where they don't care whether they book any more orders or not. A majority of them have sold sufficient "futures" to keep them fairly busy making deliveries during August and September, and they are content to await further developments as to market prices, weather conditions and crop prospects. As one extreme usually follows another, the continuous rain storms and lower than usual temperature in March and early April, are likely to be followed by a dry and hot summer season. To illustrate: Two weeks ago the thermometer dropped below the frost line more than once and last week it was as high as 84 degrees one day, with an average of 65 degrees for the week. No crops of vegetables, however, are far enough advanced to be hurt by the frost and heavy rain excepting peas, about which there is more or less anxiety. The tomato plants are not yet in sight outdoors. Some day there may be some unexpected developments, and the tomato market will become active, snappy and full of ginger.

Steady buying of spot tomatoes for hurry-up shipment, in carlots chiefly, for all three sizes, prevailed again last week, and the buyers showed the same discrimination as to quality, preferring to buy first-class goods rather than seek trouble by yielding to the temptation to buy something "just as good" at a little lower price. From nearly all sections our correspondents write us that their markets must soon buy spot tomatoes, and that this section appears to be best source of supply. It is reasonable, therefore, to anticipate a continuous demand for the goods until the next canning season rolls around, and the developments during the next four months may prove to be of more than ordinary interest.

The new spring crop of spinach will be ready for canning purposes in the next ten days or two weeks and there is already an increasing demand for it in small lots, for quick shipment, to start the salesmen on the first new goods. The Baltimore canners have made a first-class reputation on spinach in recent years, which illustrates anew the fact that it pays to pack high class goods. Sweet potatoes were active last week, in big and little lots, at the bargain counter prices



at which they can be bought. In the other lines of vegetables the market was dull last week, nothing more than the usual daily small orders coming in. There are unfavorable reports about the pea crop throughout this section which need confirmation.

The first arrivals of the new crop of pineapples came in on Thursday, and the canning season for that article started with prospects of a good demand for them because of the small stocks of the Baltimore pack in the hands of the jobbers everywhere. The taste of Bahama pineapples lingers, notwithstanding the strong competition elsewhere on the highest grades. Shipments in small quantities can be made promptly. The blackberries that we offered at a cut price have been sold out and the price is back again to normal. With that exception the balance of the market for canned fruits was dull and uninteresting last week. The stocks of fruits held here are so very light that the quotations are almost stationary. The first crop of fruits canned here is strawberries, due the latter part of May.

## You've Everything to Gain

On some one of the coming summer days when you're resting after dinner, tie up and mail us a sample of the **Tea** that you set particular store by. Ask us to send you a match sample and quote a price.

No harm done if we can't beat it, but maybe there'd be a heap of good done if we did beat it. Certainly the experiment is worth while.

We sell **Teas** by mail at a cost which contains no item for salesmen's salaries.

**DURYEE & BARWISE**  
Roasters and Packers Teas and Coffees  
89 FRONT STREET, NEW YORK  
— ESTABLISHED 1897 —

**ELTON J. BUCKLEY**  
Editor "Grocery World and General Merchant"  
Attorney and Counselor at Law  
643-648 Land Title Building  
Philadelphia, Pa.  
Telephones { Bell, Spruce 2608-2609  
                  Keystone, Race 746

Cove oysters advanced again last week, and look stronger ahead because of very light stocks here and at all other producing points.

THOS. J. MEEHAN & Co.  
Baltimore, Md.

### MARKET NOTES.

Florida tomatoes are still high, and anything good brings \$3.25. Only Florida is shipping as yet. Hothouse tomatoes are still coming forward and range from 20 to 25 cents per pound.

Peas are coming from North Carolina and South Carolina and if they are good are worth \$3.

Florida is sending a few lima beans North, and they are good and very high—\$5 to \$5.50. The demand is fair.

Asparagus is plenty, and 25 cents per bunch is top. Nearly all is from nearby points. California asparagus is still coming forward at \$1.25 to \$1.75 per dozen. This is a drop of \$1.50 a case.

The best salad brings \$2 per basket if from the South and 7 cents per head if from nearby.

Florida beans range from \$3.50 to \$4 and they are wanted. The price has been higher.

Strawberries are mostly from Virginia and North Carolina, and range from 12 to 20 cents per quart.

California cherries range from \$4 to \$6 per box, which is the usual high price brought by the first boxes of the season. The quality was rather poor.

New white potatoes are somewhat stiffer, and command \$4.50 per barrel of No. 1s. The crop is getting done in Florida. Unfavorable weather nearby is reported to have greatly injured the crop.

### AMONG THE TRADE.

The rumor that has floated about the city for several months, that several of the large central retail stores were about to form a combination, still persists, and the latest statement heard in connection with it is that the various concerns involved are to supply during the month of June statements of their business in order to form a basis for the amalgamation. The rumor cannot be traced to any source, but it is surely very persistent.



### "Mamma Wants Jell-O."

A cheerful grocer is he who has profited by the discovery that it doesn't pay to stock up with unsalable goods that only encumber space and kill time.

Nothing like unsalable goods to kill time and cut off profits.

## JELL-O

keeps moving when other goods seem to form an attachment for their quarters and settle down for a long and quiet stay.

Jell-O is "America's most famous dessert," as all housewives and grocers know.

THE GENESEE PURE FOOD CO.,  
Le Roy, N. Y.

The name JELL-O is on every package in big red letters. If it isn't there, it isn't JELL-O.

### ASSOCIATION NEWS

#### United Master Butchers' Association of America.

The United Master Butchers' Association of America have prepared the following brief on the subject of the forthcoming tariffs on meats and sent it to Congress:

The United Master Butchers' Association of America, retail meat dealers throughout the United States, respectfully petition your honorable committee to recommend the removal of the tariff on all meat food animals and also on fresh and cured meats, for the following reasons:—

First.—The acknowledged scarcity of live stock.

Second.—No efforts whatever have been made to relieve this condition.

Third.—Increase in population from rural to urban.

Fifth.—The price of meat is so high that the man in ordinary circumstances cannot afford to purchase enough to satisfy the wants of his family.

Sixth.—The poor consumers that do hard physical work need good

nourishment to sustain their strength, but can afford to eat meat only occasionally, and, although the country is in a prosperous condition, meat is a luxury.

Seventh.—The vitality of the people of this country will be impaired and Uncle Sam may need some good healthy young men to go to the front some day to protect this country.

Eighth.—Protect the mothers and their families by enacting legislation so that food can be procured at reasonable prices.

Ninth.—Free cattle from Canada, Mexico and South America can be fed and conditioned for market upon the feed raised in the United States, thereby opening up an avenue for the disposal of our farm products and also enhance the fertility of the farm.

Tenth.—The high prices of meat food animals emanates from the farms, made so by an overwhelming demand upon an already depleted base of supplies.

Eleventh.—It will take from eight to ten years to make any noticeable increase in the raising of cattle in this country, with all the assistance the Government can give the ranchman and the farmer, by enacting legislation of the most fav-





## Pleasant to Make, Profitable to Handle Frehofer's Egg Elbow Macaroni

Is made in a clean, daylight, *American* factory where there is no dirt to hide and visitors are always welcome. Machines do the work instead of human hands. Made of *real eggs* and *high grade farina*—it's the finest macaroni that can be produced. FREIHOFFER'S EGG ELBOW MACARONI is easy to sell the *first time* and after that it *sells itself*, because of its *fine quality*, *tenderness* and *delicious flavor*. Tell your customers about its cleanliness and start them buying it; you can be sure that steady sales at good profits will result.



*Frehofer* Baking Company, Philadelphia.

### WHAT TO TELL CUSTOMERS

"There's *one* macaroni that has the quality, flavor and cleanliness—that's FREIHOFFER'S EGG ELBOW MACARONI. It's the best ever.

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## Housekeepers, Doctors, Grocers, Bakers, Printers, Plumbers — Everybody Uses Banner Lye

Every person who comes into your store is a possible buyer of **Banner Lye**; you ought to keep it displayed at all times so everyone can see that you sell it. No article can be used for cleaning in as many ways as **Banner Lye**. It sterilizes, cleans, disinfects, removes foul odors, cleans out waste pipes and kitchen sinks, etc. You can *guarantee* **Banner Lye** and you can easily work up a large sale for it. Call your customers' attention to the convenience of the sifter top can. You can count on steady sales and profits from **Banner Lye** if you'll push it.

**THE PENN CHEMICAL WORKS**  
Philadelphia, Penna.

### WHAT TO TELL CUSTOMERS

"BANNER LYE is the best cleanser and disinfectant manufactured. For health's sake you should always have it in the home."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



orable character for the breeding of cattle. The time is not far distant when it will be necessary to exempt from taxation or possibly give a bounty to encourage the cattle-raising husbandry. Our larders are empty, relief is necessary and should be given at once by removing the tariff.

Twelfth.—It would be wise to investigate the motives of those that oppose the removal of the tariff in this case. Selfish personal interest should not be given any consideration against the millions of the consuming public of the United States.

JOHN T. RUSSELL,  
National President of the United Master Butchers' Association of America.

### GOODS THAT ARE BEING ADVERTISED TO YOUR CUSTOMERS.

(Continued from page 14.)

Three-in-One Oil, two inches.  
Lifebuoy Soap, third page.  
Coca-Cola, one page.  
Old Dutch Cleanser.

#### Scribner's Magazine.

Swift's Premium Bacon, one page.  
Nabisco Wafers, one page.  
Knorr's Soup Squares, quarter page.  
Chiclets, half page.  
Ivory Soap, one page.  
Baker's Cocoa, quarter page.  
Royal Baking Powder, quarter page.  
Instant Postum, quarter page.

#### Collier's.

Old Dutch Cleanser, quarter page.  
Huyler's Chocolates, eighth page.  
Sunshine Specialties, eighth page.  
Mapleine, four inches.  
Sauer's Flavoring Extracts, two inches.  
Welch Grape Juice, quarter page.  
Liquid Veneer, four inches.  
Eagle Condensed Milk, eighth page.  
Campbell's Soups, half page.  
Hawaiian Pineapple, half page.  
Farwell & Rhine's Pansy Flour, one inch.  
Whittemore's Shoe Polishes, four inches.  
Three-in-One Oil, eighth page.  
Stag Tobacco, half page.  
Crisco, one page.  
Kingsford's Cornstarch and Karo, half page.  
Occident Flour, quarter page.  
Van Camp's Pork and Beans, quarter page.  
Nabisco, quarter page.  
Hawaiian Pineapple, quarter page.

#### The Outlook.

Wheatena, one page.  
Bon Ami, one page.  
Van Camp's Pork and Beans, one page.  
Maillard's Chocolates, half page.  
Baker's Cocoa, one page.  
Valspar Varnish.  
Ivory Soap, one page.  
Puffed Wheat and Rice, one page.  
Sunshine Specialties, half page.  
Maillard's Cocoa, quarter page.  
Heinz Peanut Butter and Spaghetti, one page.  
Nabisco, one page.  
Wrigley's Spearmint, one page.

#### Harper's Magazine.

Crystal Domino Supar, one page.  
Nabisco, one page.  
Peter's Milk Chocolate, one page.  
Ivory Soap, one page.  
Royal Baking Powder, quarter page.  
Baker's Cocoa, quarter page.  
Instant Postum, quarter page.

Cucumbers are still high, ranging around \$4 for the best. All are from Florida.



## Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s  
Department Food Stores, Dover, N. J.

**A Table, Maybe.**—Once upon a time a young fellow took a job in a grocery store. He was a "pretty" chap. He had curly hair, wore a close collar, a knitted tie and shirt to match. He was "willing to learn."

"Sweep out," said the floor man. So he gripped the broom and swept the dirt. That isn't the way to sweep said the floor man. Slide your broom so. I didn't come here to learn to sweep thought the pretty chap, anyway will do.

Fill that kit of mackerel from that barrel with the cut part down; press them as you place them, said the floor man. Horrid work, said the pretty chap, my hands will smart and smell awfully. Why don't they have a porter to do this sort of thing?

Clean up that show case, young man, was the next order of his superior. I hate to clean glass said the pretty chap. I'll just wipe it off my sleeve.

Say, said the floor man, run away home and ask mama to please get you a job as head door opener in a parlor jewelry on the avenue.

Moral: If you want to get along in a grocery store, do what you're told the way you're told and thank God for the chance to learn.

\*\*\*

**The Great Canned Foods Week Lesson.**—Personally the lesson learned by Canned Foods Week was my realization of the fact that canned foods are fresher than "fresh" goods. It's a bit of knowledge that we had but which we never applied. It's a wonderful argument.

Spinach—Cut, cleaned, cooked and canned the same afternoon! Other stuff the same. Why, we've been asleep on the canned foods proposition. We've allowed our customers to think that a thing in a can is a makeshift.

We've jumped all over ourselves when week old string beans arrive, getting 25 cents for a handful of forced sickly things from silly

women who will sit by the hour stringing and cooking them when a 12-cent can will give them fresher, cleaner, better flavored goods and at half the price.

Let us talk this great canned foods truth and in a short time the present "early" spring luxury in "fresh" vegetables will go begging.

\*\*\*

### Why Should I Push Coffee?

I'll tell you why.

Your firm is buying coffee cheaper to-day than it did six months ago.

We have all been laying down so to speak on coffee selling because many concerns were doing little more than breaking even, especially on the cheaper grades.

A "break" hasn't come exactly, but ease in prices is apparent, so that a decent margin is now assured.

Begin again and talk coffee.

It's as staple as sugar—and just as good.

Get posted on your strong, medium and mild grades—these three represent the coffee tastes of all American coffee drinkers.

Flavor is everything.

The shape or size of the bean is nothing.

What you want to hit is the individual taste.

Your Bogota would drink like dish water to some men.

Your Santos would gag others.

Coffee salesmanship in a retail store is "some study."

\*\*\*

**The Woman Behind the Dollar.**—Cater to her. Help her economize. She has a big proposition on her hands. It isn't fair to let two cans of corn go for 20 cents when she can buy three for 25 cents, nor is it good business to charge 15 cents for a pound of prunes without saying two pounds can be had for 25 cents. It's no joke to run a house these days on small wages and keep all mouths full.

Suggest the bargains—the daily or weekly specials and make a per-

## Profits Mount Up Through Volume of Sales

**EVERY** merchant measures his growth by volume of sales. Every clerk advances in salary and position according to his increase in volume of sales. Every grocer, every grocer's clerk will find national advertising the biggest of all selling aids.

National Biscuit Company products have been advertised nationally for years. Their merits are known throughout the United States. It requires no argument to convince the buyer that N. B. C. products are superior—the purchaser *knows* it—has learned it through N. B. C. advertising. And so the clerk sells N. B. C. products without effort and quickly—he cares for a number of customers in the same time that it would require to sell to one without the selling-assistance of national advertising. Try the sales-boosting power of national advertising by stocking N. B. C. products. They will more than make good.

## NATIONAL BISCUIT COMPANY

sonal study of her wants and her limitations.

He's a good business clerk and a good business getter that can do these things.

Things sometimes look just as serious, relatively, to the woman

behind the dollar as they did in the barbarous days to the "man behind the gun."

Corn is coming from Florida, and commands \$3.50 per box of 100 ears.



## Many Good, But Not Like This

¶ There are lots of good and worthy cereals on the market, but none that we know of can touch the flavor of **Wheatena**. **Wheatena** isn't the tough and tasteless outside of grain—it is the tender and delicious heart. People eat it and don't get tired of it. It sells and keeps on selling.

¶ Both packed and guaranteed better than any other cereal we know of.

**THE WHEATENA CO., Rahway, N. J.**

Member of the American Specialty Manufacturers' Association





### CCV.—Some Law as to Three Provisions in Insurance Policies on Stock of Goods.

At the present time insurance companies pretty generally throughout the United States are using the same form of policy. This extends to the small co-operative companies as well as to the large ones. Every reader hereof who has obtained a policy within the last few years will find in it three provisions which have just been construed by the Pennsylvania courts in a way which will be of general interest. In citing cases as I do from time to time, I cite only those which represent as good law in one State as in another. In any case involving an insurance policy, the decision of any State court upon some point of it fits other States as well, for the previously stated reason that the same policy is in use everywhere.

Therefore the case which I am about to discuss can be considered as ruling the point anywhere in the United States.

Insurance upon a stock of goods in a retail store was the form of insurance passed upon in the case referred to, and the three provisions of the policy bearing on the question were as follows:—

The loss or damage shall be ascertained or estimated by the insured and this company, or if they differ, then by appraisers, as herein-after provided. \* \* \* It will be optional, however, with this company to take all or any part of the articles at such ascertained or appraised value and also to repair, rebuild or replace the property lost or damaged with other or like kind or quality within a reasonable time on giving notice within thirty days after the receipt of the proof herein required of its intention so to do. \* \* \* This entire policy shall be void in case of any fraud or false swearing by the insured touching any matter relating to this insurance or the subject thereof, whether before or after a loss.

In the event as to a disagreement as to the amount of loss, the same shall be ascertained by two competent and disinterested appraisers, the insured and this company each selecting one, and the two so chosen shall first select a competent and disinterested umpire. The appraisers, together, shall then estimate and appraise the loss, \* \* \*

and failing to agree, shall submit their differences to an umpire.

As stated, practically all policies of insurance on stocks of merchandise will be found to contain these clauses.

The merchant in this case had a fire and his stock was badly damaged, though not entirely destroyed. Three days later two insurance adjusters went over the stock and obtained from the owner an inventory of it. Later they offered a cash settlement which the merchant refused. Then came an effort, as provided by the policy, to refer the matter to appraisers, but that fell through because the parties could not agree upon whom to appoint.

The company under the above policy had the option to take their goods at their appraised value, or replace them, instead of paying for them in cash. The fire occurred on December 9th, the agreement to refer the amount of the loss to appraisers was made December 19th, and on December 21st, without waiting for the insurance company to do anything more, the merchant reopened his store and had a fire sale. Several months after, when the company refused to settle, he brought suit to recover the amount of the insurance.

This particular company, after the manner of many insurance concerns, defended on the following mostly technical grounds:—

1—The merchant could not sue the company because he had violated the policy, which said that disputes should be referred to arbitrators. It mattered not if the parties had failed to agree as to who the arbitrators should be—they should have kept on until they did agree.

2—The merchant by opening his store and selling the goods, had deprived the company of its option to take them over, or replace them.

3—The merchant had sworn falsely as to the value of his stock.

This defense was based on the fact that he had stated that the value of his goods was \$15,167.73, and that the fire loss on them was \$7,737.03, whereas the jury found that they were worth only \$8,689.42 and that the loss was only \$4,200.00.

The lower court decided all these questions against the insurance company, and so did the appeal court, citing many cases from other States.

As to the first defense (the question of referring to arbitration) the court said the settled law was as follows:—

That where the arbitrators, or a majority of them, fail to agree upon an award, the plaintiff (unless he is shown to have acted in bad faith in selecting his arbitrator) is not compelled to submit to another arbitration and another delay, but may forthwith bring his action in the courts.

As to the second defense (depriving the company of its option to take the goods over, etc., by opening the store) the law was declared to be as follows:—

Where the policy provides that the company should take the undestroyed stock at its appraised value, the right to take does not arise if there is no appraisal, no matter whose fault caused the failure to appraise. The company must give prompt notice of its intent to exercise the option to take over the stock or replace, which in this case it did not do. On the contrary, its representatives offered a cash settlement, which might be construed as a waiver of the company's option to take over or replace the goods.

As to the false swearing as to the value of the goods, the court referred that to the jury, with the following instruction as to the law:

If you believe that the plaintiff knowingly exaggerated his loss, and wilfully made false statements concerning the same, or if he knowingly concealed or misrepresented in writing or otherwise, any material fact or circumstances concerning the policy of insurance issued in this case, \* \* \* or if you believe that he knowingly concealed or destroyed his bills, vouchers, receipts or checks, and that these would be material concerning the value of the subject-matter of the insurance, then you will be war-

ranted in saying that he had violated this condition of the policy, and by his conduct the policy became void, and he could not bring this suit.

The jury found that the retailer had not wilfully exaggerated. Such questions would always, under the law, have to be referred to the jury, as they are questions of fact which a judge will not decide. Unless the fraud is glaring and obvious, nine juries out of ten will decide them in the plaintiff's favor.

(Copyright, May, 1913; by Elton J. Buckley.)

Question: W. D. T., Pa.—Will you kindly tell me if there is anything that is necessary to complete this label to be shipped anywhere in the United States, the jellies being pure?

Answer.—The label reads as follows:—

MOTHER STEWART'S  
Pure Home Made  
Jellies  
APPLE

This label is legal if the jellies are absolutely pure and not compound, and if the "Chester Preserving Co.," whose name appears at the bottom, is a concern actually in existence.

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconception. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

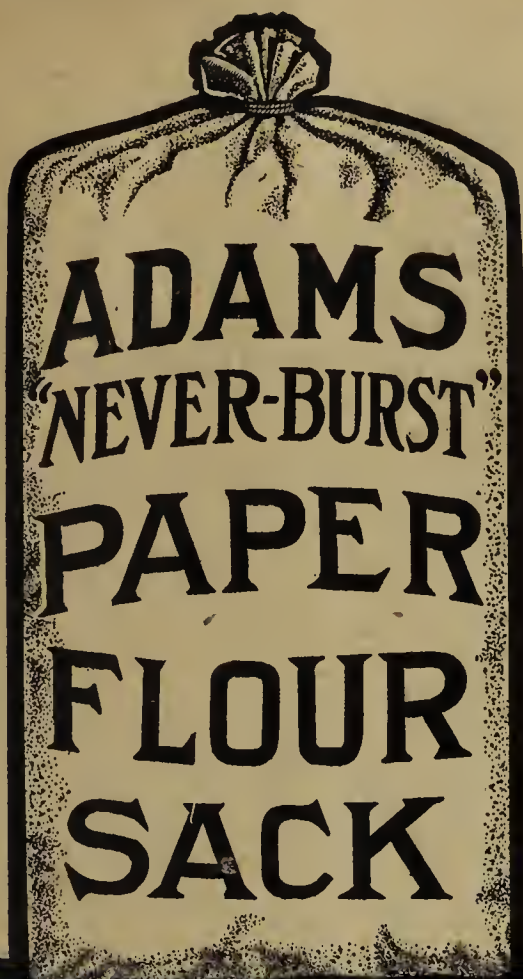
### What Pleases Your Customers Profits You

When a customer once learns that she will get uniform results and better bread-stuffs by using

**FLEISCHMANN'S YEAST** your sales of butter, eggs, flour, sugar and like products used in baking will go up along with your sales of our Yeast. This is worth while, isn't it?

The Fleischmann Co. New York City





# The *PROFITABLE* Way To Sell FLOUR

Flour packed in Adams "Never-Burst" Paper Flour Sacks *costs you less* than the same brand of flour packed in cotton bags.

*Buying it cheaper means selling it at more profit.*

Adams "Never-Burst" Paper Flour Sacks not only increase your profits, but they also give your customers more satisfaction, because they keep the flour drier, cleaner and sweeter than cotton bags. "Never-Burst" Paper is a combination of New Manilla Hemp stock with used rope stock in the **right** scientific proportions to assure the **greatest tensile strength** without affecting the pliability of the paper.

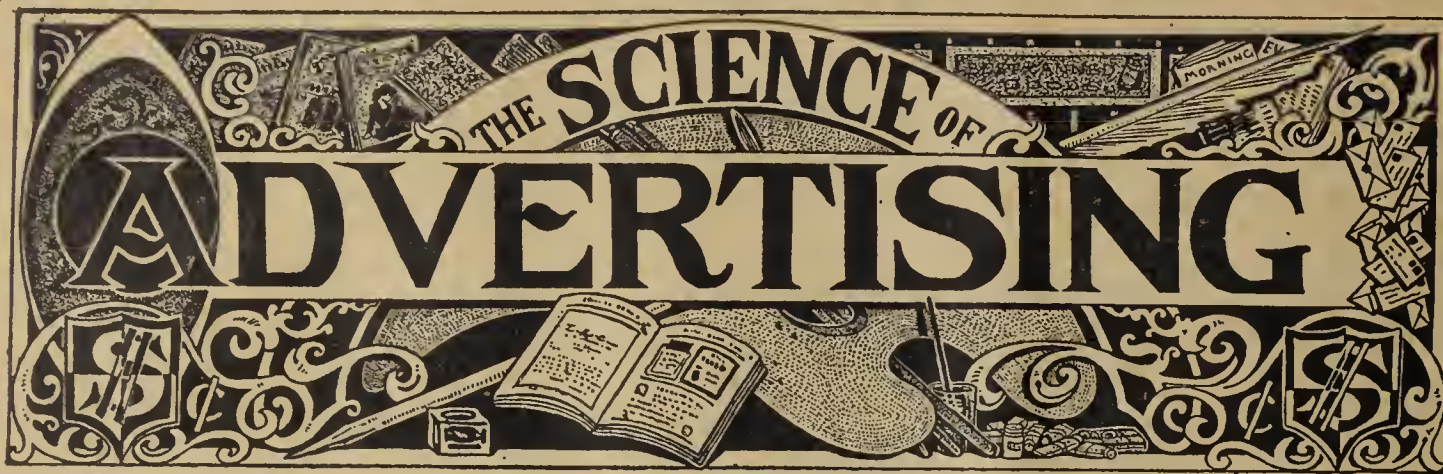
You can get any standard grade of flour in Adams "Never-Burst" Paper Flour Sacks, which means you can make more profit on all of the big sellers you handle if you'll just remember to order them packed in Adams "Never-Burst" Paper Flour Sacks.

## "NEVER-BURST"

MADE ONLY BY

**The Adams Bag Co.**  
**CLEVELAND, OHIO.**





C. D. Walter, general storekeeper at Thurmont, Md., sends in one of his regular series of circulars for criticism. It measures 6 x 10 inches, and is fairly printed on white paper. The paper is not so poor as some that comes in here, but it might be improved somewhat. Here is the reduced reproduction:

## CHEAP CASH STORE!

C. D. WALTER Proprietor.

Dealer in General Merchandise.

E. Main Street ::: Thurmont, Md.

SHOES! RUBBERS! CLOTHING!

79 pair Men's Shoes less than cost, 58 pair L-lies' Shoes less than cost, Men's \$4.00 button shoes in Tan and Black \$3.50. Selz guaranteed \$4.00 shoes in Tan and Black \$3.50. Huiskamp Bros. \$4.00 work shoes \$3.25. Men's Duck Felt Boots \$2.25. Men's \$3.00 Duck Rubber Boots \$2.98, 10 pr. Men's lined shoes less than cost, few pr. Men's high cut shoes less than cost, No. 1 Leather always on hand. Men's Arctics 98c and \$1.25. Good Stock Men's and Ladies' Rubbers, 9 different styles Ladies' Shoes, 6 different styles Ladies' Rubbers, Boys' \$1.35 Shoes 98c; 2 dozen Men's 50c work Shirts 39c, big stock Canvas and Leather Gloves, Heavy 15c Canvas Gloves 10c, several pair Cord Pants less than cost, Men's heavy Underwear 75c suit, lot Men's winter gloves less than cost, Men's Blouse and Overalls kind used on railroads 75c suit.

GROCERIES! CAKES! ETC.

Good loose Oatmeal 4c lb., 25c pkg. 20c; Laundry and Toilet Soaps 10c, Williams Shaving Soap 5c, Canned Peas . . . String Beans, Tomatoes, Corn, 9c can, 3 for 25c, New Fast Mail and Sunny Monday Soap 4c, Gold Dust 4c, Walter Baker's Chocolate 17c, Mustard 4c tin, Clothes Pins 1c dozen, Chip Beef 9c can, 25c bottle Talcum Powder 15c, Hominy 4c qt., Buckwheat 2 1/2c lb., Soup Beans 9c qt., good Prunes 7c and 9c lb., Rumford Baking Powder 19c, Babbitts Lye 9c can, loose Coffee 23c, 25c and 28c lb., fresh Cakes and Crackers always on hand, Soda Crackers 8c lb., Ginger Snaps 5c lb., Dr. Boyd's Witch Hazel and Buttermilk Soap 3 cakes 10c, pure extract Lemon and Vanilla 10c oz., pure Orleans Molasses always on hand, best Table Syrup 10c qt., 12c box Currants 9c.

TOBACCO! CIGARS! MISCELLANY!

19 best brand 2 for 5c Cigars 2 each, 28 kinds Chewing Tobacco, 10c cuts 9c, 30c worth 25c; same price on Smoking Tobacco and Scrap, 12 kinds paper wrapped Cigarettes, good stock of Razors and Pocketknives on hand, .32 self-action Revolvers \$2.25, Watches 75c up, 75c Alarm Clocks 65c, 65 different kinds Candies on hand, several 20c Candies 15c lb., 1500 Magic Tip Matches 10c, 5c box Matches 3c, 3 5c boxes Non-Poisonous Matches 10c, guaranteed Cough Syrup 25c bottle, Laxos for Stomach, Liver and Kidneys, if not pleased return bottle and money will be refunded; 25c Suspenders 19c, 5 different kinds Shoe Polish, Bixbys Shoe Polish 8c, 4 string Brooms 25c, large Galvanized Washtubs 45c, special price on Cold Blast Lanterns, 49c and 69c each.

Thurmont, Hagerstown and Frederick Flour always on hand.

Thanks for past favors, yours very truly,

C. D. WALTER.

My own sincere judgment is that advertising like this is little if any better than none. Literally any advertising is better than none, for it gives general publicity, which is always helpful in the long run. But as for actual traceable business, an advertisement like this would probably not bring any, nor would a dozen or a hundred like it. Always

way as to appear visibly low. Some of them may be, but the great majority are probably not. More than this, there is nothing quoted here except the regular staples that every such store keeps, which is another reason for not expecting direct results. Here is what I believe to be a good reliable formula for the only kind of advertising that will bring direct results:—

1.—Either advertising of something that your competitors don't handle,

2.—Or advertising of something that your competitors handle, but which you sell cheaper than they do,

3.—Or advertising of something that your competitors handle, but which you advertise more appealingly than they do.

My experience is that if an advertisement doesn't fall within one of these descriptions, it is pretty sure to represent money wasted.

\*\*\*

R. F. Tettelbach, proprietor of the "Nu-Way" Grocery of Cleveland, Ohio, sends in a picture postal of the inside of his store. On the address side he has printed with a rubber stamp:—

### Try Our Fresh Roasted Coffees and Peanuts

TETTELBACH'S GROCERY

3822 W. 25th St., near Dennison Ave.

As a matter of general interest I reproduce the picture, a trifle smaller than the original:—



Mr. Tettelbach gives me no idea who he sends these cards to. They are pretty expensive advertising and I suppose he makes no very general distribution. There isn't much advertising value in a picture

of one's store, though there is some, as such things are always interesting. Sometimes, however, a keener use can be made of them than has been made here. For instance, a line could have been drawn in white ink, across the face of the picture, leading, say, to a certain coffee bin. At the end of this line could be the words in white ink: "See other side." On the other side could be: "Will you order half a pound of coffee from this bin? We think it the smoothest we have ever tested, 18c." This idea might be adapted in various ways, and would always be effective in a way impossible to the ordinary picture. The white lettering could be added very easily

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

#### New Committee to Supervise Federal Food Law Enforcement.

The Secretaries of Agriculture, Commerce and the Treasury, who compose the board of final appeal in pure food cases, have named Dr. Carl Alsberg, chief of the Bureau of Chemistry; Dr. L. A. Fischer, Chief of the Weights and Measures Division of the Bureau of Standards; and F. M. Halstead, of the Division of Customs, as a committee to prepare regulations for the enforcement of the pure food law

amendment, adopted March 8th last, requiring the quantity to be "plainly and conspicuously marked on the outside of the package in terms of weight, measure or numerical count."



Ask Your Jobber About This

## SPECIAL ARGO OFFER

Your Profit is Increased



PUT in your Spring order now for all the ARGO you can possibly need in the next four months. We have put your jobber in shape to make you a special offer that should prove very attractive.

To you, an ARGO grocer, we do not need to rehearse the advantages of ARGO: no waste or shrinkage; no loss from "down weight;" no time lost in weighing or wrapping.

Full profit on every package. Full value to your customer.

And **now**—for your Spring orders, this special offer from your jobber.  
**Order today.**

**CORN PRODUCTS REFINING COMPANY  
NEW YORK**



*This can't happen with*



When sugar bags burst it displeases your customers, but *before they get a chance to burst they cost you money*, the twine costs you money, so does the *overweight*. It's a waste of energy to put sugar in bags—you might as well spend your time *canning tomatoes*. Sell *FRANKLIN CARTON SUGAR* and use the time you save to arrange a display of it on your counter. The neat blue cartons sell on sight. *FRANKLIN CARTON SUGARS* include *FRANKLIN GRANULATED*,

*FRANKLIN POWDERED*, *FRANKLIN DESSERT AND TABLE*, *FRANKLIN XXXX CONFECTIONERS'* and *FRANKLIN CUBE SUGAR*; all the fast selling grades, in cartons of convenient size for your customers, packed 24, 48, 60 and 120 lbs. to the container—all for *your* convenience.

**THE FRANKLIN SUGAR REFINING COMPANY  
PHILADELPHIA, PA.**

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"





### A Great Time.

I ain't got over it yet. My dyspepsy's better, I sleep better and honest to goodness I believe hair's begun to show on the top of my head where hair ain't been for ten years!

All on account of a dressing down I heard a customer of mine give a dead beat customer last week because he wouldn't pay his bill. It was sure one peach! Didn't do him any good so far as getting the money went, but I'll bet it made him feel as good as it did me.

One reason it did me so much good was that I've always wanted to hand it to these thieves that can pay their bills but don't because the law won't make 'em. I've always said that a fellow like that was a plumb pickpocket, but I've never had the chance to tell it to any of 'em because they never owed me anything.

They tell me that here in our own glorious old State of Pennsylvania there ain't any way that a grocer can get his money from a man say that puts everything in his wife's name and has nothing of his own but his wages. As I get it, he can make a thousand a week, but you can't touch it because Pennsylvania won't let you put an attachment on wages.

You fellows know by experience what that does to you. Why one of my customers in York pointed out a man to me one day shooting by in a big red car with a man driving it.

"That fellow owes me \$400," he said. "You see the style he puts on, yet I can't get a cent, because his wife owns everything. He makes \$10,000 a year in the insurance business, but my lawyer tells me I can't touch it with a ten-foot pole."

Now stories like that get me all het up. I fairly itch to hold such cattle up in the streets and tell 'em in ten different ways what I think

of 'em. But as I say, not being in the business, none of 'em ever owe me anything, and it ain't my funeral.

Last week I called on another customer of mine. He was back in his office and as I walked back a fellow came in and my man asked me to wait a minute while he tended to him. I stood outside not thinking it was anything but a minute's hold-up. I could hear every word and after it started I wouldn't have budged from that spot for a good licking.

The fellow that came in owed the grocer \$186, and he had been trying to squeeze it out of him for nigh on to a year. He had had it in two lawyers' hands and one collection agency. Nothing doing. The fellow was superintendent or something of a telephone company and made \$6,000 a year, and sported two cars, one for himself and one for his wife. But everything he had was tucked safe away so nobody could get it.

He wouldn't have come near at all if the grocer hadn't written him a letter saying that he was going to try a new way of getting his money and before he did he wanted him to call at the store for a talk.

So he came in, cool as brass.

"Well, Mr. So-and-so, are you going to pay me that money?" the grocer said.

"Why, you wrote as if you had some way of making me pay it," said the fellow.

"I want to know first whether you're going to pay it of your own free will," he said.

"Sure I'll pay it," he said, "but it'll be when I get good and ready. You've cracked your whip, putting collectors on me and so on, and now I'll crack mine. You'll get your money when I get damned good and ready to give it to you and not before! I may never pay it, I don't know—you've made me

very sore with what you've done and I haven't made up my mind yet what I'll do."

Then it came. Grand opera or band music wasn't a touch of it.

"Why you damned hypocritical dead beat!" said the grocer, "you know I've only tried to get my own money! You owe it, don't you? And you can pay it, too—you can pay it to-day, every cent of it. You with your two cars and your two hired girls, can't pay a grocery bill! You know what I think of you?—you're a thief, that's what you are! You're taking money out of my till just the same as if you sneaked in here at night and did it!"

By this time Mr. Dead Beat woke up.

"I'll have —," he started to say.

"You shut up!" said the grocer. "I'm not done yet! Why you don't even pay for the victuals that keep you alive. I kept you for three months—every cent of the food you ate came out of me. Why I own you, that's what I do! I own your wife, too—I kept her at the same time! Send her up here some night, won't you, I'll use her and get some of my money back that way! Now get out!"

I heard somebody choke, and hoped the grocer was choking his dead beat to death, but he wasn't. That was the only disappointment in the whole thing for me. It was the dead beat trying to say something. He kept on sputtering for a while and then the grocer said again—

"Get out, didn't you hear?"

Then the fellow came out and went past me. He was as white as a sheet and shaking like a leaf. If I hadn't had new shoes on I'd have kicked him.

Coward, too, don't you see? Most dead beats are.

In a minute I went in.

"Old man," I said, "I heard that and I want to congratulate you. That was the finest blistering ever heard, all but one thing."

"What was that?"

"What you said about his wife—that was raw."

"You wouldn't think so if you knew her," he said, "she's worse than he is. Everybody thinks she puts him up to it."

"Good," I said, "then the whole thing was bang-up fine! I'd have paid admission to hear it! I feel ten years younger."

"Well, it did me some good, too," he said.

Not as much, I'll bet, as it did me! It's going to be a long while before I lose the good effects of that.

THE STROLLER.



Co-operate with the Housewife

TELL HER ABOUT

**MAPLEINE**

for Dainty New Dessert and Syrup. She will realize you are up-to-date and you will

**INCREASE YOUR SALE.**

Order from your jobber or

**Frank A. Smith & Co.**

105 S. Front St.,

Philadelphia, Pa.

**Crescent Mfg. Co.**

Seattle, Wash.

## Don't Drive Away Trade

¶ The retail shops and stores presenting a dark and uninviting exterior and interior deliberately drive away trade.

¶ Why not consider the installation and use of Electricity and make your Grocery Store cheerful and attractive to the public? Electric Light and the use of Electric Signs act as a tonic in building up a business—Electricity is an advertisement as well as an illuminant.

**The Philadelphia Electric Company**

TENTH AND CHESTNUT STS.



the Store  
th a

# SODA FOUNTAIN

is the  
Store

with the Crowds

Hundreds come in for a refreshing drink, but buy a lot of other things before they leave.

One general merchant in a town of 1800 opened up 22 new merchandise accounts the first month his "Liquid" Soda Fountain was installed in his grocery department.



## The Peerless Line

built in several sizes and styles. It is a popular 1913 fountain. A splendid fountain, mechanically perfect. We have anticipated your demand for these popular fountains and can fill your order on a moment's notice.

Immediate Shipment, or, if you desire, our splendid factory will execute your special order in record-breaking time.

## "Liquid" Iceless

### Soda Fountains

are the highest development of the scientific fountain builder's art. Yet because of the labor-saving equipment of our new million-dollar factory, we are able to make prices and terms which no other house can approximate.

### Stock Styles Crated Ready for Immediate Shipment

Write for full particulars.  
Mention this paper.

*The Liquid* Carbonic Company  
CHICAGO New York Boston  
Pittsburg Cincinnati Milwaukee Minneapolis  
St. Louis Kansas City Dallas Los Angeles  
Atlanta



other advertising mediums.

It will be to your advantage *ALWAYS* to have a good assortment of *HEINZ PRODUCTS* in your store to meet the steady, increasing demand created by our advertising.

A good *HEINZ* display means quick, steady sales.

**H. J. HEINZ COMPANY**  
PITTSBURGH, PA.

# BURK'S MEAT LOAF

## Seasonable Throughout the Year

Composed entirely of fine selected meats—contains no flour or cereals. Baked fresh daily in loaves of about six pounds.

Makes a quick and delicious breakfast sliced and fried in a little butter.

Cut in thin slices it can also be served cold for luncheon or warmed in the oven in one piece to take the place of a roast.

**MEAT LOAF** was originated by us, now imitated by others, but none equal to Burk's, which is prepared from only the choicest materials.

# BURK'S PASTRY LARD

## IN ONE-POUND PRINTS

This lard is open kettle rendered, absolutely pure and prepared in the most careful manner from the fat of young corn-fed pork. It contains no stiffening and as none of its original properties have been extracted, it is rich in oil and especially adapted for fine pastry.

Wrapped in parchment paper, resembling in size and shape a pound print of butter, making a clean, sanitary and ever ready package.

Desirable at this season of the year as housekeepers prefer to buy lard in small quantities, the limited capacity of an ordinary refrigerator preventing the storage of the usual three and five pound can.

Economical for the dealer, as it saves all draughts and possible overweight during a rush or through the indifference of clerks, and makes unnecessary the use of wooden trays and similar contrivances.

Made additionally attractive by the use of the blue and white label which makes Burk's products so distinctive wherever displayed.

**LOUIS BURK**  
Girard Avenue and Third Street  
PHILADELPHIA





### Picnic Window.

This window gives a timely suggestion for spring outings. If the real thing can be had, such as sod or moss, so much the better; if not, use artificial. Place an extra raised floor of boards about six inches high on the bottom of the window, but leave a space about one foot or more wide, which is to be the brook. Fill this space with long, flat tin pans of water, covering the bottom of them with sand and pebbles and here and there placing a large stone. Now cover the boards with the sod or moss, sloping it at the edge of the brook so as to hide the rims of the pans. A large space can be left without moss where the cloth is spread. In the front at the left side place a sign on a little stick,

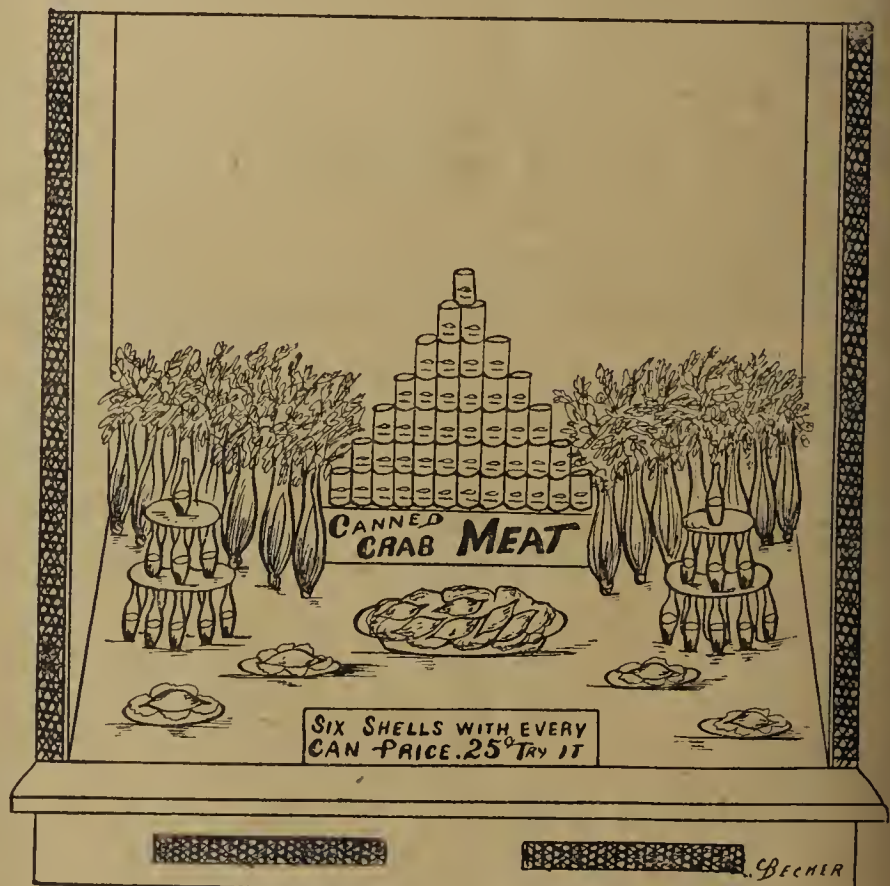


"Picnic Supplies." Stick in artificial daisies and buttercups here and there on wire stems. Spread a cloth and place on it wooden plates, jellies, cakes, tomatoes, eggs, fruit, bread, etc. Aside of it place a large chip basket with a few articles in it, such as crackers, salmon, sardines, etc. At the rear, in the left corner, place a large branch, to represent a tree. Have it covered with pink paper blossoms. One or two invisible wires around the tree and then fastened to nails in the side

wall will hold it in position. Suspend three artificial birds from the ceiling with very fine blue thread. At the rear make a rustic fence from saplings. The best effect is made by covering the entire rear of the window with pale blue crepe paper.

### Canned Crab Meat.

Here is a neat display, suggesting the tasty dish, deviled crabs, a display easy to arrange, yet attractive. To arrange, first cover the bottom of the window with white crepe paper. Along the front in the centre, place a long sign card. Back of this, in the centre, on a salad



garnished platter, place about six shells, and at each side, on small plates, place one shell. Make a pyramid of bottled catsup at each side. In the centre, at the rear, place a long box, cover it with the white paper and letter it in black. Build a large pyramid of the canned meat on the box. Place a wire from the outer edge of the box to the rear of the window in the corner and against this wire place a row of celery.

### New Patents and Trade-marks in the Grocery Line.

Messrs. Davis & Davis, Washington Patent Attorneys, report, this week, the grant of the following patents:—

Washington, D. C., April 15, 1913.

1,059,471. Coffee substitute or cereal coffee and the process of preparing the same. J. L. Kellogg, Battle Creek, Mich.

1,058,777. Shipping box. O. Mitchell, Boston, Mass.

1,058,794. Display easel. O. A. Sargent, Brooklyn, N. Y.

1,058,865. Automatic sacking machine. A. Horntvedt, Seattle, Wash.

1,058,929. Paper caddy. J. W. Weiss, Baltimore, Md.

1,059,049. Coffee pot. J. E. Johnson, Meriden, Conn.

1,058,713. Self weighing scoop. P. E. Bertram, Crystal Lake, Ill.

### TRADE-MARKS PUBLISHED FOR OPPOSITION.

Ser. No. 65,052. "Paul Jones" for canned goods. Cobb Preserving Co., New York, N. Y.

Ser. No. 67,165. "Aus-Tay" for canned goods. Nalley Grocery Co., Austin, Texas.

Ser. No. 67,999. "Reliance" for tea. The Reliance Trading Co., New York, N. Y.

Ser. No. 68,364. "Opacco" for canned goods. Onalaska Pickle and Canning Co., Onalaska, Wis.

Ser. No. 68,375. "Polly Prim" for canned vegetables. Stetson & Ellison Co., Camden, Del.

Ser. No. 68,386. "Romance" for candies. Cox Confectionery Co., Boston, Mass.

Ser. No. 68,339. "Eagle" for ice cream. Borden's Condensed Milk Co., New York, N. Y.



Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

## General Merchant

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. LV.

PHILADELPHIA AND NEW YORK, May 12, 1913.

No. 19.



### Grocery World AND General Merchant

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ELTON J. BUCKLEY,  
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DAVID EZEKIEL,  
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## Another Legal Opinion on Effect of New Supreme Court Decision on Pending Pennsylvania Food Legislation

Well-known New York Lawyer Attacks Opinion of Chief Counsel to Pennsylvania Dairy and Food Department Published Two Weeks Ago. Says Decision Has a Much Wider Effect Than Pennsylvania Department Counsel Thinks.

The "Grocery World and General Merchant" has commented rather largely upon the recent opinion of the United States Supreme Court in the Wisconsin Karo cases, and particularly as to the effect which the opinion will likely have upon present and future State food laws. Several legal opinions on the subject have been published, among them one by A. H. Woodward, chief counsel to the Pennsylvania Dairy and Food Department. The following opinion "on Mr. Woodward's opinion" and on the general subject, has been received from T. J. Riordan, Esq., a well known New York lawyer:—

Mr. Woodward shoots wide of the mark when he takes as his premise the proposition that the clause of the Wisconsin statute which provides that

"The mixture or syrups designated in this section shall have no other designation or brand than herein required that represents or is the name of any article which contains a saccharine substance" is the sole reason for the Wisconsin Act having been declared invalid, and this because that clause required the obliteration and destruction of the label attached to the goods when shipped and received in interstate commerce.

Consequently, his conclusion to the effect that the sole effect of this decision is that a State "may not pass a law which in effect requires the destruction of the original label under which the article of food has been imported," misses the mark.

The whole opinion bristles with statements to the contrary, and the entire reasoning in it shows that whatever may have been the "straw that broke the camel's back" in this particular case, the Supreme Court held and will continue to hold that State legislation of this character, except when within the legitimate bounds of the "police powers," and then only when "not in conflict with the acts of Congress" and proper regulations adopted thereunder, when applied to merchandise shipped from one State to another, "is a wrongful interference with the exclusive power of Congress over interstate commerce."

The court's very first statement (after stating the facts) shows that this was the point in controversy, it says:—

"It is insisted that the Federal Food and Drugs Act passed under the authority of the Constitution has taken possession of this field of regulation and that the act is a wrongful interference with the exclusive power of Congress over interstate commerce, in which, it appears, the goods in question were

shipped. The case presents, among other questions, the constitutional question whether the State act in permitting the sale of this article only when labeled according to the State law is open to the objection just indicated."

And the court's conclusion on that point is stated in the opinion as follows:—

"The State may not, under the guise of exercising its police power or otherwise, impose burdens upon or discriminate against interstate commerce, nor may it enact legislation in conflict with the statutes of Congress passed for the regulation of the subject, and if it does, to the extent that the State law interferes with or frustrates the operation of the acts of Congress, its provisions must yield to the superior Federal power given to Congress by the Constitution."

and:—

"Conceding to the State the authority to make regulations consistent with the Federal law for the further protection of its citizens against impure and misbranded foods and drugs, we think to permit such regulation as is embodied in this statute is to permit a State to discredit and burden legitimate Federal regulations of interstate commerce, to destroy rights arising out of the Federal statute which have accrued both to the Government and the shipper, and to impair the effect of a Federal law which has been enacted under the constitutional power of Congress over the subject."

and:—

"The Wisconsin act which permits the sale of articles subject to the regulations of interstate commerce only upon condition that they contain the exclusive labels required by the statute is an act in excess of its legitimate power."

Read these paragraphs from this opinion in connection with the recent opinions of the same court in various railroad and express company cases as to the lack of power in the States where Congress has assumed jurisdiction over the subject under the commerce clause of the Federal Constitution, and the far-reaching effect of this opinion can readily be seen, notwithstanding Mr. Woodward's view of its narrowness.

It may be true, as Mr. Woodward says in closing his opinion that the "glucose opinion" standing alone "is not susceptible of the construction given to it by attorneys representing food manufacturers and importers, viz.: 'that it permits the sale in the State of any food labeled in accordance with the United States Statute, regardless of the question whether such food is labeled under the State Statute'": Assuming that he meant to correctly quote the claim made by the attorneys referred to, he should have begun the sentence thus, "that it permits at least one unmolested sale by the importer," etc.

And with the "food attorneys claim" so corrected to accord with the fact, reading the "glucose opinion" in conjunction with the six opinions above referred to, it seems to me to be self-evident that that construction will be the one that will be put on the Federal Act (so long as the commodity remains in interstate commerce) when it becomes necessary for the Supreme Court to construe the Federal Act on that point.

The great importance of the "glucose decision," in its practical application, is in the fact that it holds squarely "That the word 'package' or its equivalent expression, as used by Congress \* \* \* clearly refers to the IMMEDIATE CONTAINER of the article which is intended for consumption by the public," and that its interstate character continues until it has been sold by the importer.

And in this connection, the court further says:—

"Within the limitations of its right to regulate interstate commerce, Congress manifestly is aiming at the contents of the package as it shall reach the consumer, for whose protection the act was primarily passed, and it is the branding upon the package which contains the article intended for consumption itself which is the subject-matter of regulation. \* \* \*

"The object of the statute is to prevent the misuse of the facilities of interstate commerce in conveying to and placing before the consumer misbranded and adulterated articles of medicine or food, and in order that its protection may be afforded to those who are intended to receive its benefits the brands regulated must be upon the packages intended to reach the purchaser. This is the only practical or sensible construction of the act, and, for reasons we have stated, we think the requirements of the act as so construed clearly within the powers of Congress over the facilities of interstate commerce, and such has been the construction generally placed upon the act by the Federal courts."

Waiving aside the so-called "original package" doctrine as not being applicable, the Court says:—

"In the view, however, which we take of this case it is unnecessary to enter upon any extended consideration of the nature and scope of the principles involved in determining what is an original package. \* \* \*

"It is enough by the terms of the act, if the articles are UNSOLD, whether in original packages or not. \* \* \*

"The doctrine of original packages had its origin in the opinion of Chief Justice Marshall, in Brown vs. Maryland, already referred to. It was intended to protect the importer in the right to sell the imported goods which was the real object and purpose of importation. \* \* \* THE LEGISLATIVE MEANS PROVIDED IN THE FEDERAL LAW FOR ITS OWN ENFORCEMENT MAY NOT BE THWARTED BY STATE LEGISLATION HAVING A DIRECT EFFECT TO IMPAIR THE EFFICIENT EXERCISE OF SUCH MEANS."

This means that if the articles contained in the individual or retail containers are manufactured and labeled in accordance with the Federal law and regulations, the importer can sell them at retail to the consumer, regardless of the State law.

In fact, in the case decided, it is not known that the goods did comply with the Federal law and regulations; on this point the court says:—

"Having in view the interpretation we have given the Food and Drugs Acts and applying the doctrine just stated to the instant cases, how does the matter stand? When delivered for shipment and when received through the channels of interstate commerce the cans in question bore brands or labels which were supposed to comply with the requirements of the Act of Congress. Whether the Secretaries had the power under the Food and Drugs Act to make the regulation set out above is not now before us. It is enough for the present purpose to say that, so far as this record discloses, it was undertaken in good faith to label the articles in compliance with the Act of Congress, and, if they were not so labeled, by Section 2 provision is made for the enforcement of the act by criminal proceedings, and by Section 10 by proceedings in rem. Whether the labels complied with the Federal law was not for the State to determine. This was a matter provided for by the Act of Congress and to be determined as therein indicated by proper proceedings in the Federal courts."

The "regulation set out above" is the letter of the "three Secretaries" dated February 13, 1908, which says:—

"We have each given careful consideration to the labeling, under the Pure Food Law, of the thick, viscous syrup obtained by the incomplete hydrolysis of the starch of corn, and composed essentially of dextrose, maltose and dextrin. In our opinion it is lawful to label this syrup as corn syrup, and if to the corn syrup there is added a small percentage of refiner's syrup, a product of cane, the mixture in our judgment is not misbranded if labeled 'corn syrup with cane flavor.'"

Apply this "glucose decision" practically to the pending legislation in Pennsylvania, taking benzoate of soda (which the pending legislation in Pennsylvania proposes to prohibit), as an illustration, and what do we find?

The Federal Government has spent thousands of dollars in having exhaustive experiments conducted by five of the greatest living scientists to ascertain whether or not the use of benzoate of soda as a preservative is injurious to health, or if its addition to food reduces or lowers the quality or strength of food, or otherwise injuriously affects it.

The general conclusions reached by these learned gentlemen, after their investigation (in which there were made, under their direction, more than 60,000 chemical analyses), are as follows:—

"First.—Sodium benzoate in small doses (under 0.5 gram per day) mixed with the food is without deleterious or poisonous action and is not injurious to health.

"Second.—Sodium benzoate in large doses (up to 4 grams per day) mixed with the food has not been found to exert any deleterious effect on the general health, nor to act as a poison in the general acceptance of the term. In some directions there were slight modifications in certain physiological processes, the exact significance of which modification is not known.

**ELTON J. BUCKLEY**

Editor "Grocery World and General Merchant"

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones: Bell, Spruce 2608-2609  
Keystone, Race 746



# Match This If You Can!

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See if you know any Rennet Proposition that equals this of James T. Shinn's Liquid Rennet:—

1—We guarantee it to be made under the cleanest and most fastidious conditions.

2—We guarantee it against spoilage, which we could only do safely with an absolutely clean rennet.

3—We guarantee it to work with unusual celerity—to curdle milk in two to five minutes.

4—You make 100 per cent. profit out of it—costs you \$1.50 and sells for \$3.00.

Now, do you know any other Rennet that you can sell with such absolute safety to yourself and your customers? You probably have a couple dozen customers, at least, who are'nt using **Rennet** now because some other brand—unguaranteed—spoiled on their hands. All these will buy **James T. Shinn's Liquid Rennet** if you will tell them how safe it is.

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**SHINN & KIRK**

1400 Spruce Street

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Philadelphia



"Third.—The admixture of sodium benzoate with food in small or large doses has not been found to injuriously affect or impair the quality or nutritive value of such food."

Upon the strength of this report the "three Secretaries" (Hon. James Wilson Secretary of Agriculture; Hon. Oscar S. Straus, Secretary of Commerce and Labor, and Hon. Geo. B. Cortelyou, Secretary of the Treasury) promulgated the following regulation under the Federal Act, known as "Food Inspection Decision No. 104":—

"The Referee Board of Consulting Scientific Experts, composed of Dr. Ira Remsen, Dr. Russell H. Chittenden, Dr. John H. Long, Dr. Alonzo E. Taylor and Dr. C. A. Herter, have reported upon the use of benzoate of soda in foods. The Board reports, as a result of three extensive and exhaustive investigations, that benzoate of soda mixed with food is not deleterious or poisonous and is not injurious to health. The summary of the report of the Referee Board is published herewith.

"It having been determined that benzoate of soda mixed with food is not deleterious or poisonous and is not injurious to health, no objection will be raised under the Food and Drugs Act to the use in food of benzoate of soda, provided that each container or package of such food is plainly labeled to show the presence and amount of benzoate of soda."

Can Mr. Woodward or any one else who has read the "glucose opinion" doubt that the United States Supreme Court will hold Senate Bill No. 5, as now proposed, to be unconstitutional in so far as it seeks to prohibit the use of "benzoic acid, sodium benzoate or other benzoate" in goods shipped from without the State?

The same is true of "alum or any compound of aluminium," the use of which, if its presence and quantity is stated on the label, is allowed by the Federal regulations, pending a report on same by the "Referee Board"; and the same is also true as to colors, if those allowed by Senate Bill No. 5 do not correspond with those authorized by the Federal regulations.

The term "police powers," as applied to a State, is an elastic one, and, like charity, can be made to "cover a multitude of sins."

In the "glucose opinion," the Court says of such powers:—

"It by no means follows that the State is not permitted to make regulations, with a view to the protection of its people against fraud or imposition by impure food or drugs. This subject was fully considered by this court in *Savage vs. Jones*, 225 U. S. 501, in which the power of the State to make regulations concerning the same subject-matter, *reasonable in their terms and not in conflict with the acts of Congress*, was recognized and stated, and certain regulations of the State of Indiana were held not to be inconsistent with the Food and Drugs Act of Congress."

But it will be noted that such laws and regulations must be "reasonable in their terms and not in conflict with the acts of Congress," and not "inconsistent with the Food and Drugs Act."

And on this point, an older decision of the court is instructive, which says:—

"The Legislature may not, under the guise of protecting the public interest, arbitrarily interfere with private business or impose unusual or unnecessary restrictions upon lawful occupations. In other words, its determination as to what is a

proper exercise of its police powers is not final or conclusive, but is subject to the supervision of the courts." *Lawton vs. Steele*, 152 U. S., 133, 137.

It follows:—

1st. That a product which is admissible into a State under the law of such State, but which is not labeled to meet the requirements of such State's law, is nevertheless privileged to one unmolested sale if it comes into such State through the channels of interstate commerce, and is legal and properly labeled under the Federal law.

2d. That a product, recognized as legal under the Federal law, but absolutely prohibited by a State law, is nevertheless privileged to one unmolested sale if it comes into such State through the channels of interstate commerce.

3d. All products, even though legal under the Federal law and brought into the State through the channels of interstate commerce, become subject to regulation under the State law, after one sale by the original importer, unless they are sold and shipped by him into another State.

This results in a loss of business to the jobbers of the State, and an increased cost to the retailers, and therefore to the consumers, upon all products which are legal and legally labeled under the Federal law, but illegal or illegally labeled under the State law.

THE REMEDY is to make the laws of the States uniform with the Federal law, at the same time providing that the State officer who is charged with the administration of the law shall make the rules and regulations for the enforcement of the State law to conform to and be in substance the same as the rules and regulations adopted from time to time for the enforcement of the Federal act.

The same is true as to the "net weight and measure" laws, though they can well be restricted to goods shipped and sold in "package form," leaving the State to have its own standards, etc., as to all other commodities.

If it is impossible or impracticable to do this in Pennsylvania, then an act should be passed modeled on a bill now pending before the Legislature of Wisconsin (introduced as a result of the "glucose decision") of which the following is a copy:—

"From and after the passage of this act, no law of the State shall be construed to prohibit or interfere with the free and unlimited importation of, trade in or sale of such food products as may be authorized for transportation in interstate commerce under the Food and Drugs Act of the Congress of the United States, approved June 30, 1906, or the Rules and Regulations issued thereunder.

"This act shall take effect and be in force from and after its passage and publication."

Yours truly,

WM. BEVERLY WINSLOW.

#### Former Pennsylvania Food Commissioner Will Try to Clean Up Atlantic City.

Dr. B. H. Warren, who for years was Dairy and Food Commissioner of Pennsylvania, has been appointed to a similar position by the city commission in Atlantic City, N. J. He is to get a salary of \$500 a month, his term of office beginning May 15th and ending November 15th.

## Manufacturers Will Fight Proposed Changes in Rolled Oats and Oatmeal Tariffs

Pending Tariff Bill Will Put Rolled Oats on Free List and Reduce Tariff on Raw Oats from Fifteen Cents to Ten. Manufacturers Say this Won't Give Them a Fair Chance.

The manufacturers of rolled oats and oatmeal have started an active propaganda against the proposed changes in the tariff both on rolled oats and whole oats. The present tariff on rolled oats is 1 cent per pound and it is proposed to put them on the free list. The tariff on raw oats is now 15 cents per bushel, and it is proposed to reduce them to 10 cents. The manufacturers will fight this in Congress on the ground that the American manufacturer is still compelled to pay a high tariff on his raw material, while forced to compete with the product of his foreign competitor, which is allowed to come in without paying any duty at all.

One of the leading American manufacturers has prepared the following statement on the subject:—

The new tariff schedule provides for an import duty of 10 cents per bushel on raw oats.

It also provides for the importing of manufactured oats products, rolled oats, oatmeal and oat feed, free.

This is probably the first time in the history of tariff laws that any nation has proposed to pay foreign manufacturers a bonus on their manufactured wares. In plain English, that is what our present Congress proposes to do.

The American manufacturer of oat products will have to compete with the Canadian manufacturer, but is denied the privilege of securing his supply at the same price as the Canadian manufacturer.

Bear in mind that the independent rolled oat manufacturers of the United States, who have no mills in Canada, are not asking for a protective tariff on the manufactured products of oats—we simply ask for an equalization:—

EITHER no tariff on the raw material to equalize it with the manufactured product and enable us to buy on the same basis as the Canadian manufacturer,

Or, place a tariff on the manufactured products equal to the proposed tariff of 10 cents per bushel on the raw material, which we figure would be 55 cents per cwt. on rolled oats and oatmeal and 15 cents per cwt. on oat feed.

Government statistics of Canada and United States now before the writer indicate an average difference in price for raw oats between the principal Canadian markets and our Chicago market of 7 cents per bushel in favor of Canada for the past five years. The freight from the principal Canadian ports, upon which oat prices are based, to the city of Chicago is 3 cents per bushel. This would make the actual

difference in favor of Canada 4 cents per bushel. Add to this an import duty of 10 cents and you have a grand total of 14 cents, which means that the Canadian rolled oats miller will buy his raw material at 14 cents per bushel less than the American manufacturer, which is approximately \$1.50 per barrel on the manufactured product, or about five times the average profit of the American manufacturer.

You can see from this the demoralization that will result. It might be argued by demagogues, who seek to reduce the cost of living, that this is well for the country at large, but bear in mind that the American farmer, like the American manufacturer, will be handicapped 14 cents per bushel on oats.

To make this clearer, the Canadian rolled oats manufacturer, buying his raw material at 14 cents less than the American manufacturer, will ship his manufactured product into the United States, and in order to compete, the American manufacturer, being unable to import the raw material from Canada on account of the protective tariff of 10 cents per bushel, will be compelled to buy from the American farmer at a price upon which he can compete, which will mean that the American farmer will have to sell his oats at a price 10 cents per bushel lower than the price of oats in Canada to make up the difference in price caused by the tariff.

It is, therefore, not only to the interests of us as manufacturers, but also to the interest of the farmer and the public generally, to demand from Congress that the manufactured products of oats be placed on an exact parity with the raw material.

We are advised authoritatively that the present tariff bill will pass the lower House without amendments.

Our only hope now is to secure justice from the Senate, and your co-operation to the extent of writing a letter to both Senators representing your State protesting against the inequality of the tariff schedule on raw oats and the manufactured products thereof, and insisting that raw oats and its manufactured products be placed on a parity will be very helpful to us, and you may be sure that we will reciprocate whenever the opportunity presents itself.

Another manufacturer has confirmed this in the following:—

The bill as it now stands is wrong, since it would force the American miller to suffer the competition of the Canadian miller, who enjoys the benefit of his lower cost on Canadian oats of 12 to 15 cents per bushel, and the law at the same time would prohibit the American manufacturer from getting the benefit of this same low-priced grain. In other words, the American Government would be paying a bounty



in effect to the foreign manufacturer of \$1 to \$1.50 per barrel. Either that would be the effect or the American oatmeal millers would be forced to buy American oats at a low enough basis to enable them to compete, which would mean smashing down the price of the American-grown grain at least 10 cents per bushel, which loss the farmer would have to suffer. If the latter proposition is impossible, then the American miller may have to go out of business or move his mill to Canada.

The manufacturers seem to agree that the proposed changes will reduce the price of rolled oats and oatmeal to consumers in this country.

Contributed.

### All Food Products Are Not High.

New York Authority Mentions Several Staples That Are Selling as Cheap as They Ever Did.

There is a lot of talk of the high cost of living, and still there is such a lot of goods in our line that are as cheap as they have ever been in their history, and if people's attention were only called to some of these cheap food products the cost of living would be materially reduced. Take, for instance, lentils, which are as wholesome as peas and beans, if not more so, and they are selling around 3½ cents per pound. Norway mackerel are to-day one of the cheapest things on the market, and certainly very wholesome. Herring are certainly cheap enough and also nutritious and wholesome. Then again, take those imported oil sardines, which at one time were a luxury, but to-day are even within the reach of the poorest people, and which are both wholesome and delicious. They are almost always packed in pure and very fine olive oil, and that alone makes them nutritious, and so we have dozens of articles which are really cheap.

G. PORGES,

Secretary Strohmeier & Arpe Co.

New York, N. Y., May 7, 1913.

## Display means Sales



## Always have Young's Soaps on display

because that's how to start a big trade on soap that will be both satisfactory to your customers and profitable to you. Every one of YOUNG'S SOAPS is so good it helps to sell all the others.

We not only give your customers fine quality and big moneysworth, but we also present them with hundreds of useful and beautiful gifts in exchange for our wrappers. The combination of quality and gifts enables you to secure the sales you are losing now because of people who buy their groceries from you and their soaps somewhere else. Push Young's Soaps and get the profit on these extra sales — it belongs to you.

### CHAS. W. YOUNG & CO.

Makers of Soaps of Merit

ESTABLISHED 1877

PHILADELPHIA

PUSH YOUR OWN BRAND OF

## Peanut Butter

We will pack the best quality under your OWN PRIVATE LABEL in vacuumized glass drinking tumblers; also Mason jars, cans or pails.

**Upham, Miller Co.**  
NEW YORK

Manufacturers, Importers and Packers of Food Products of the Finest and Most Exclusive Grocers in America.



### WHAT TO TELL CUSTOMERS

"Soap doesn't cost very much in a year, so why not have the best? I know you'll get more satisfaction out of PEARL BORAX SOAP if you'll try it. Full pound in every bar. Won't hurt the hands. Don't fail to save the wrappers."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



# WITH THE EDITOR

Touching the ever vital question of knowing one's cost of doing business, this journal reproduces with amazement a portion of an article contributed to a Western paper:—

Amazing.

In a conversation the writer recently had with a very prominent retail dealer of Michigan, he stated that his cost of doing business was only about 11 per cent. of his gross sales. As this dealer had been doing a yearly business of over \$175,000, occupied one of the most desirable business locations in his little city, and was known to be more than normally prosperous, it struck the writer as being strange that he could do business on a smaller margin of expense than his neighbors, whose cost of doing business was known to be in the neighborhood of 19 per cent. of the gross.

What rent did he pay for that splendid half block upon the most prominent business street of the city? "Not a cent," he said. He owned the building, rented the upper floors for offices, etc., which not only paid for the repairs, taxes, etc., but gave him a little income and his own rent "free."

All right—what rent would he have to pay for his location if he did not own it; or, if he was not in business, what rent would he charge some other concern for the occupancy of the store? Probably \$2,500 a year. Perhaps he might shade it to \$200 a month, but not less.

What salary did the dealer charge up for his own services? "Seventy-five dollars a month," he answered, explaining that he did not spend all of his time in the store, but was busy some of the time collecting rents and looking after farms and city property which he owned. His son managed the business during his absence and received the same amount for his services, besides a share in the profits. Would he come to St. Louis, take charge of a business doing nearly \$200,000 sales a year, put in the same time he did at his Michigan home, and be satisfied with a salary of \$100 a month? I asked him. "Impossible," he declared. He could not live on that sum.

How was he able to take a quarter-page ad. every day in the little city paper, at a cost of \$18 a week, I asked. Well, you see, he was the principal owner of the paper, and he only paid the actual cost of "setting up" the advertisement. What was the regular cost of a quarter-page advertisement to other business men? As near as he could remember, it was \$12.50 per issue.

After that we had a little heart-to-heart seance with the figures of expense; \$2,500 a year rent; the same in a decent salary for himself; interest upon the capital he had invested and a number of other neglected expense charges, and other acknowledged expenditures made up a total of more than one-third more than this dealer had been figuring as the cost of doing business. The sum total for the year, estimated of course, but very close to what

the actual figures would be, was divided by the volume of business done in 1912.

It gave the cost of doing business of 19.3 per cent, as against 11.4 per cent., as he had figured.

No business fallacy seems more widespread than this: that a merchant who owns his store property has no need to include rent in his expense account because he pays none. Also, that he should not charge up a salary for himself because he is the proprietor and is not on salary. Both are fallacies pure and simple. The owner of a store building by no means uses it gratuitously; it costs him in any event the interest on the money he has invested in it. This interest the business should pay, whether it is called rent or not.

Neither should the business get for nothing the services of its manager, merely because the manager is also the owner. No business is self-supported on a proper foundation whose expense account does not include these items.

It is little wonder that the politicians get most of what they want,

Merchants' and  
Politicians' Ways  
of Going  
After Things.

while the mercantile classes get nothing. The politicians have reduced the art of getting things to an exact science, and when something is in sight they can let loose a plan at a moment's notice that will do the trick like clockwork. Start merchants to work for something, even organized merchants, and the method and result are as different as anything can be.

All the above is inspired by the receipt of a postal from A. M. Howes, secretary of the Pennsylvania Retail Merchants' Association, apropos of the bill introduced by that organization allowing the attachment of wages for grocery debts. This bill would have been a sovereign boon to every retail merchant who sold on credit, yet apparently few if any of them are telling legislators that or lifting a finger to get the bill passed. Secretary Howes says: "President O'Neill writes I have been in Harrisburg almost every week and I find it hard to get votes for collection bill. The members tell there

is no demand for the bill and that they have not been asked to vote for same by merchants in their districts."

There you have it. If the politicians wanted a collection bill they would have brought pressure to bear from every quarter. There would have been a public petition, or private personal pressure—whatever they thought would best serve the need. *Something* would be doing every minute. It doesn't follow that they would get what they wanted, but they would come much nearer to it than if they had followed the merchants' plan of doing nothing.

The Philadelphia newspapers of the past week have contained the interesting announcement that the several thousand employees of the Philadelphia Rapid Transit Co. had arranged to buy certain goods—not groceries as yet—co-operatively. They agree to buy their general supplies from Strawbridge & Clothier, and their coal from a large local dealer, in both cases receiving an extra discount of eight per cent. Doubtless the plan will work perfectly, except that they will find many a small local dealer selling cheaper in the first place than a department store like Strawbridge & Clothier's, which like all department stores, is under enormous expenses not known to smaller merchants at all.

Considering the ease with which co-operative buying movements can be launched and conducted, it is an eternal mystery that so little of it is done. Ten or twenty consumers can always join together at any time and buy cheaper than any one of the number can alone. There is always somebody to sell them cheaper. Half a hundred retailers, or even ten or twenty, can always save by pooling their purchases. Either the jobber will sell them in large lots cheaper, or some manufacturer will. There is no experiment about it—it is as certain as anything can be, and this makes it totally inexplicable, particularly now with the cry "eliminate the middleman" in everybody's ears,

that more people don't try to eliminate, so far as their own dealings are concerned, the middleman who stands just above them in the scale.

The writer has many times commented upon the greater care that is given in some other countries, notably England, to the learning of the grocery business, suggesting that perhaps to the fact that we in this country give it almost no care at all, is responsible for some of the evils from which we suffer.

It seems that Austria is another country from which we could learn in this respect. According to some correspondence published on another page, boys who wish to learn the grocery business there must serve an apprenticeship of three years, and pay their employers \$20 to \$30 a year during the whole of that time! Learners must attend a business school, and in the end are considered trained men. *Without such training they are not allowed to enter business for themselves!*

What a splendid thing that would be for the United States! Nobody allowed to add to the number of stores unless he can show he knows what he is doing. The training, moreover, would probably act as an ounce of prevention—men well trained in business would consider much more carefully whether there was room for another store.

There is not the slightest reason why a system like this could not be introduced into the United States. Why doesn't the National Retail Grocers' Association get after some such thing?

**Here Boys Pay to Learn the Grocery Business.**

**Correspondent Writes from Austria that Grocers Get Fees for Teaching Apprentices the Business, Even Though Wages of Experienced Men Are Much Below this Country.**

Special Correspondence of "Grocery World and General Merchant."

Prague, Austria, April 29, 1913.

In reply to inquiries as to whether any special training or



finite age is required before engaging in the grocery business in Prague, it may be stated that those who contemplate engaging in the business usually so decide when quite young boys. A boy who desires to follow the business must serve an apprenticeship of three years, during which service he usually pays his employer from \$20 to \$30 per annum. In a few instances an apprenticeship of but two years is served. In such cases the employer usually demands about \$50 per annum from the apprentice, who in return for his services and board payment is furnished with board and lodging.

While serving his apprenticeship a boy is compelled to attend an advanced business school at least twice a week and on Sundays study an additional language, either German or Bohemian, according to his nationality, as both German and Bohemian are essential here in business establishments. In case the apprentice is not industrious and falls behind in his studies he must attend the business school an additional half year. Before being taken as an apprentice he must have a certificate from a grammar school showing he attended the school at least three years.

After apprenticeship has been served, wages are paid which vary somewhat according to the grade of the grocery where the apprentice is employed, the average being about \$4 to \$7.30 a month, including plain room and boarding; without the latter about \$10 to \$14.25 a month. Wages advance according to a salesman's merit; a capable and experienced one can earn \$20 to \$25 a month with board and lodging when employed in a first-class grocery.

Girls are not usually employed as grocers' apprentices, but sometimes to arrange salads, cold meats, cheese, etc., for customers. When a man desires to open a grocery in his own name he must present an apprentice's certificate from the business men's association to the highest Government official in the district. He must also prove that he has served five years, including his apprenticeship and service as a grocer's assistant.

J. I. BRITAIN.

California cherries range from \$1.50 to \$4 per box. The quality of much of the receipts is poor and demand is slow.



## Follow the Leader

Armour's Grape Juice Girl will be the advertising sensation of the year. You will see her in magazines, in picture shows, on signs, on bill boards. This typical figure is one of the features of our giant advertising campaign, which will multiply demand for

## Armour's Grape Juice

BOTTLED WHERE THE BEST GRAPES GROW

Our advertising will make *thousands* of *new* customers for Armour dealers. It will win the *multitudes* to the Armour Brand.

To get your share of the profits of this big money-making line, get our new Grape Juice Window Display, our handsome Store Signs, Display Racks and Store Decorations.

These trade-winners are *free to you*. They will *boom* your Grape Juice Sales. The purity, extra goodness and superfine flavor of the Armour Brand will keep this trade *coming* and *growing*.

**Special Offer to Grocers** We have a special proposition for you. We will *pay* you to work with us to increase *your* sales. This is co-operation to the limit. Ask us for full details. Write now.

GRAPE JUICE FACTORIES  
AT WESTFIELD, N. Y., AND  
MATTAWAN, MICH.

**ARMOUR AND COMPANY** CHICAGO



### WHAT TO TELL CUSTOMERS

"Try Armour's Grape Juice on my recommendation; you're sure to like it. Its absolute purity is guaranteed by Armour & Company."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## The New York Letter

**Near-by Growers Don't Want Potatoes Put on Free List. Commission Men Complain Over New Laws. New Law Compels Delicatessen Dealers to Close Sunday Mornings at Ten O'clock. Bill to Limit Grocery Clerks' Hours Defeated. Various Trade Items and Market Summary.**

Special Correspondence of "Grocery World and General Merchant."

New York, May 8, 1913.

Long Island farmers and a number of the wholesale dealers in this city have been showing a lot of anxiety over the prospect of potatoes being placed on the free list in the new tariff. The Long Island Potato Exchange has adopted resolutions and appointed committees in an effort to interest the members of Congress from this section to make a last effort to get potatoes off the free list.

In their arguments they say that Long Island now grows a large proportion of the potatoes sold for local consumption in Brooklyn, New York and nearby places and that the production has been steadily increasing and is capable of much further increase. They argued, however, that the farmers of Long Island cannot compete in raising potatoes with Canadian farmers if the duty is removed. Further, they say that the present embargo against potatoes from some of the European countries is likely to be removed soon as the disease in the foreign plants will be eliminated and after that potatoes from Europe will be dumped in New York at excessively low prices if the product goes on the free list.

It is recalled that a number of years ago when the duty was taken off temporarily great quantities of potatoes came from Europe and the prices fell to a point at which it was not profitable for the Long Islanders even to attempt the sale of their crop, which was fed to cattle or rotted in the ground.

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Among the commission men of the West Side there is much complaint over the activity of the State Legislatures, in their sessions just closing, in adopting laws regulating the business of the middlemen. One of the largest of the merchants, in talking with your correspondent, said that the Legislatures seemed to proceed on the theory that all commission merchants are

dishonest; that they are a species of robbers, in fact; and that, therefore, it is necessary to prevent them by laws from robbing the poor, innocent farmers.

The merchant said that the idea of a farmer having some tricks of his own did not seem to enter into the mind of any of the legislators. Yet, he said a large part of the trouble in the trade comes from the trickery of farmers in packing supplies that are off-grade or lacking in quantity as well as, quality. Often, he said, the commission man is blamed when he has to rely more or less on the honesty of the farmer in the matter of products shipped in barrels or other packages.

The merchant said that the Legislatures that have such a craze for the regulation of business should turn their attention to some of the tricks of the farmers and give the middleman at least a square deal. Under some of the new laws the middlemen will have to carry all of the burden, he said, while the farmer will get all the best of the situation.

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The report that the Federal authorities are likely to abolish the Remsen Board of Consulting Chemists is apparently not arousing any excitement in the wholesale or retail grocery trade. The manufacturers and jobbers seem to have little anxiety over the work of the new Federal food inspection service and this is said to be one reason why the elimination of the chemists would not give any jar to the trade at present.

In the Wiley regime the chemists were somewhat in the nature of a check to Dr. Wiley's rulings. They provided a sort of technical tribunal to which troublesome questions, such as those regarding the use of soda and other preservatives, could be referred and this took a little from Dr. Wiley's otherwise arbitrary power.

The new board of inspection, according to the talk now heard in the trade, is more inclined than the old board to take into account the

customs of the business in making its regulations and to show a more sympathetic spirit toward all factors.

An instance given is that of dried peas which are soaked out and canned. Dr. Wiley ruled that the label should call such peas soaked peas. The manufacturers did not like the word "soaked" as it hurt sales. The new board is inclined to allow a label stating that the contents of the can were prepared from dried peas. The word "dried" is more acceptable than "soaked" to the packers.

Similarly the word dried may be applied in describing lima beans, when dried beans are used in making up succotash.

A French label may be used for peas with the qualification "American" placed this way: "American petits pois."

Other similar concessions from the new board are expected. As a result, the wholesale trade in this city, in general, seems to enjoy a more complacent attitude of mind toward the work of the Federal Pure Food Bureau and not to worry as to whether or not the separate organization of chemists is to be maintained.

\*\*\*

As a result of the legislation at the session of the New York Legislature, which adjourned this week, the delicatessen dealers as well as the grocers must now close their stores in this city at 10 o'clock on Sunday mornings. The delicatessen men are allowed to reopen from 4 to 7.30 P. M. for the sale of cooked food only. The law expressly says that the delicatessen dealers are not to have the privileges of caterers who can serve meals at all hours.

On the whole, this restriction of the hours of the delicatessen men who have been keeping open all day Sunday heretofore will be regarded as an improvement as far as grocers are concerned. Under the old way the delicatessen men had all the advantage of keeping open all day Sunday, while grocers were closed, or open at the most up to 10 A. M. only. Moreover, the average delicatessen store contains pretty general lines of groceries.

More harmonious relations between retail grocers and delicatessen dealers may result.

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In the canned goods trade there is much talk about the benefits that

are expected to result from the establishment of the new research laboratories at Washington. It is believed that the work of these laboratories will aid greatly in placing the business upon a higher plane in various respects and especially in convincing the public of the pure and wholesome character of canned goods and thus increasing the consumption.

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In the notices sent out by the Department of Agriculture of judgments in food cases is one in relation to the misbranding of coffee. The coffee was shipped by the Roter-Sloan-O'Donoghue Co. of this city and was labeled "Elephant Compound Coffee and Chicory." It was further stated on the label that the amount of chicory was small and intended only to bring out the flavor of the coffee.

The department claims that the coffee contained 25 per cent. of chicory; that this was not a small proportion and was used not to bring out the flavor of the coffee but to cheapen the product and so the label was misleading.

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The clerks' bill limiting the hours of employment of clerks in grocery stores to 70 hours a week was defeated at the session of the Legislature just closed. The bill was endorsed and pushed by the organization of grocery clerks, but was opposed by the retail grocers' associations of the city.

For opposing this bill the retail grocers are now accused of being inconsistent and perhaps short sighted. The retailers have been agitating for years for laws for Sunday closing and for shorter business hours for themselves. They have said that they desired shorter hours. They favored law so that all will have to keep the same hours and so that one dealer will not lose customers because his competitors keep open later than he does.

It is suggested that by shortening the hours of the clerks the law would have necessarily shortened the hours of the grocers, who would thus get what they have long been desiring.

Some of the grocers felt, however, that the arbitrary limit of 70 hours a week might be too narrow and that the time has not yet come for this restriction. This view prevailed in the organizations that opposed the bill.



Without doubt the same or a similar bill will be proposed again next year and a strong effort will be made by the clerks to get the endorsement and assistance of the retailers' associations.

\*\*\*

Grocers and other merchants have been put to a lot of trouble by the new cleaning up regulations which Mayor Gaynor put in force. The object is to make the city cleaner and more sanitary. But many merchants did not hear of the new regulations until after they were reported for violations and numerous small fines have been levied in consequence.

One of the most provoking conditions is caused by a conflict of orders from the health and police departments as to the collection of garbage. The police ordered that the garbage cans must not be placed beyond the building line. But the garbage collectors refuse to touch the cans unless they are placed at the curbstone. Whatever the storekeeper did, the storekeeper got into trouble as a result. He could not let the garbage accumulate without getting a summons from health inspectors. A number of grocers are among those brought into court as a result of the conflicting orders of the two departments.

In most instances the magistrates dismissed the complaints after the divergence in the orders of the two departments was explained.

Another new order prohibits the sweeping of sidewalks after 8 o'clock in the morning and a number of storekeepers were brought into court because their employees did not heed this new regulation.

There has long been complaint about the sweeping of sidewalks, especially in busy streets, just at the hours when the largest number of people were going to their places of business or employment.

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At the last meeting of the New York Retail Grocers' Association Vice-President Wehman said that the retailers' profits on various lines of cereals are altogether too small. He suggested that representatives of the four organizations of retailers in Greater New York be called together so as to bring the matter to the attention of the manufacturers of these cereals and endeavor to obtain selling plans that will give the retailer a reasonable return for his labor and expenses in selling the products.

## GET THE MONEY OUT OF



The money is in PRIZE BUTTER if you'll do your part to get it. PRIZE BUTTER will be packed to suit your trade—you can get it in a carton, tub or print, colored and salted to suit. You can depend on it being *uniform* in *quality* and *flavor*, so it will *always* please your customers, and you know the satisfaction in handling a butter that both you and your customers *could depend on*—no complaints, no dissatisfaction. Our name on a butter is a guarantee to you, because it's a guarantee to your customers. Our GURNSE BUTTER is the leader in Philadelphia, and we're going to make PRIZE BUTTER the biggest seller in the State of Pennsylvania. All you have to do is push it and get the benefit of the steady stream of sales and profits.

### P. F. BROWN & CO.

39, 41 and 43 South Front Street

PHILADELPHIA



#### WHAT TO TELL CUSTOMERS

"PRIZE BUTTER is well named, because it's *winning friends* for us every day. Try it and let me know how you like it. One of the best things about it is that it's made by a responsible concern, and you can depend on it being always uniform in quality and flavor."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



Definite action was not taken but it is likely that the subject will be brought up again.

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A representative of a plan called Simplified Selling has been before the Brooklyn Association in an effort to interest it in the advertising and selling plan of his company. He proposes to get the manufacturers to advertise in the daily press and to include in page advertisements, published once a week or so, a list of the retailers handling the products that are advertised and which will be grouped. The plan involves simultaneous window displays by the retailers of articles that are featured in successive weeks. Neighborhood literature is also to be distributed.

The association took no immediate action on the proposition and referred it for consideration at an executive session.

#### SUMMARIZED MARKET CONDITIONS.

Business is irregular in the spot coffee market. The Santos assortments are poor. The supply of good 4s seems to be especially light. There are fair sales in some quarters at regular quotation and buyer are not willing to go above the market to get supplies. The quotations range from 13 $\frac{3}{8}$  to 13 $\frac{1}{2}$  for Santos 4s and from 11 $\frac{3}{8}$  to 11 $\frac{1}{2}$  for Rio 7s.

Jobbers report a fair routine business in teas with prices steady for lines, although concessions could be obtained on any large orders. There has not been enough business in the Japan market since the opening to give much idea of the probable trend. Some of the brokers say that the buyers in the East will probably pursue a cautious policy in the expectation of obtaining lower prices.

Withdrawals of refined sugar have not been coming up to expectations, and the market is generally quiet. The Federal quotes 4.10 for its remaining stock at consignment points. Arbuckles ask 4.20 and the others quote 4.30, but are said to be shading this figure.

Rice is quiet and steady with a fair business reported. The distributors as a rule seem to have sufficient supplies for immediate requirements so that there is no special activity.

Canned vegetables are mostly quiet. Spot canned tomatoes are

(Continued on page 22.)

## New Pennsylvania Food and Drink Bills Both Defeated on Final Passage But Revived and Are Now on Postponed Calendar

**Text of Both Measures as They Now Stand. State Association Having Hard Work to Get Votes for Garnishment Bill. Governor Listens to Arguments for and Against New Storage Food Bill.**

Special Correspondence of "Grocery World and General Merchant."

Harrisburg, Pa., May 9, 1913.

At this writing it is quite uncertain whether the new general food bill will pass or not. As previously stated it was reported in the Senate from the Health and Sanitation Committee with a favorable recommendation, then sent back to the committee, which amended and reported it again. The bill passed second reading and came up for third reading and final passage twice, but each time it was postponed. On Tuesday last it came up and was defeated, but later was rescued and put on the postponed calendar. It will come up again shortly. When it was defeated and at the present time, the bill as amended is as follows:—

#### AN ACT

Relating to food, defining food, providing for the protection of the public health and the prevention of fraud and deception by prohibiting the manufacture or sale, the offering for sale or exposing for sale, or the having in possession with intent to sell, of adulterated, misbranded or deleterious foods and of foods short in weight or measure, prescribing certain duties of the Dairy and Food Commissioner in reference thereto, and providing penalties for the violation thereof.

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That it shall be unlawful for any person, firm, co-partnership, limited partnership, joint stock company or corporate body, by himself, herself, itself or themselves, or by his, her, its or their agents, servants or employees, to manufacture, sell, offer for sale, expose for sale or have in possession with intent to sell, any article of food which is adulterated or misbranded or of foods short in weight or measure within the meaning of this act.

Sec. 2. That the term "food," as used in this act, shall include not only every article used for food by man, but also every article used for or entering into the composition of or intended for use as an ingredient in the preparation of food for man.

That the term "person," as used in this act shall include individuals, firms, co-partnerships, limited partnerships, joint stock companies

and bodies corporate as well as all officers, agents, servants, employees or others acting for any of the same and shall be taken as applying in the singular or plural, as the case may require.

Sec. 3. That for the purpose of this act an article of food shall be deemed to be adulterated.

First.—If any substance has been mixed or packed with it so as to reduce or lower or injuriously affect its quality, strength or purity.

Second.—If any substance has been substituted wholly or in part for the article.

Third.—If any valuable constituent of the article has been wholly or in part abstracted.

Fourth.—If it be mixed, colored or changed in color, coated, polished, powdered, stained or bleached, whereby damage or inferiority is concealed, or so as to deceive or mislead the purchaser, or if by any means it is made to appear better or of greater value than it is.

Fifth.—If it contain any added sulphurous acid, sulphur dioxide or sulphate, except as hereinafter provided, benzoic acid, sodium benzoate or other benzoate, acetic acid, cinnamic acid, cinnamic aldehyde, essential oils of spices, acetic acid, extracts of spices, boric acid or borate salicylic acid or salicylic formaldehyde, hydrofluoric acid or fluoride, fluoborate, fluosilicate or other fluorine compound, dulcin, glucin, saccharin, compound of copper, betanaphthol, hydronaphthol, abtastol, asapol, alum or any compound of aluminum, except that alum or an aluminum compound may be used in baking powders, and except further, that water from a filtration plant where alum or an aluminum compound is used for purifying may be used as an ingredient of food, oxide of nitrogen, nitrous acid or nitrate pyroligneous acid, all substances whose effect is to produce or impart color solely, except that 107 Amaranth, 56 Ponceau, 3 R 517 Erythrosin, 85 orange, I 4 naphtha yellow, S 435 light green, S F yellowish, 692 indigo disulfoacid and harmless vegetable and animal colors shall be permitted in confectionery, ice creams, icings and desserts preparations when not used for deceptive purposes, dye, resinous glaze or other ingredient deleterious to health, and in the case of candy if it contains alcoholic liquor or alcohol, except in flavoring extracts. Provided, that nothing in this act shall be construed to prohibit the use of common salt, sugar (sucrose), pure corn syrup (glucose), pure corn sugar, wine vinegar, cider vinegar, malt vinegar, sugar vinegar, distilled vinegar, spices or their essential oils, except as hereinbefore prohibited, edible oils, edible fats or wood smoke applied directly as generated. Provided further, that sulphur dioxide, either free or in simple combination, may be used in

dried fruits or molasses in quantities that shall not be deleterious to health. And provided further, that when any quantity of sulphur dioxide is used in the preparation of dried fruits or molasses, the fact that sulphur dioxide has been used in the preparation thereof shall be plainly stated on each package of such food.

Sixth.—If, in the case of manufactured foods, it is diseased, contaminated, filthy or decomposed, or contains any diseased, contaminated, filthy or decomposed substances, or is manufactured in whole or in part from a diseased, contaminated, filthy or decomposed substance, or if it is made, stored, transported or kept in a way or manner that may render the article diseased, contaminated, filthy or unwholesome, or if it is a product of a diseased animal or a product of an animal which has died otherwise than by slaughter.

Seventh.—If, in the case of non-manufactured foods, except nuts in the shell, 5 per centum or more of the units composing the same are manifestly diseased, decayed, decomposed, contaminated or filthy, and said objectionable units shall not with reasonable diligence have been sorted out and destroyed by the vendor before said non-manufactured food is offered or exposed for sale or used for food manufacture, or if the food is produced, stored, transported or kept in a way or manner that may render the same diseased, contaminated, filthy or unwholesome, or if in the case of meat, poultry, game, fish or shellfish, it is diseased, decayed, decomposed, contaminated or unwholesome or is part of an animal that has died otherwise than by slaughter.

Sec. 4. That for the purpose of this act an article shall be deemed to be misbranded,

First.—If it be an imitation of or offered for sale under the name of another article.

Second.—If it is labeled or branded so that it may deceive or mislead the purchaser or purport to be a foreign product when not so, or if the contents of the package as originally put up shall have been removed in whole or in part and other inferior contents shall have been placed in such package.

Third.—If the package containing it or its label shall bear any statement, design or device regarding the substances or ingredients contained therein, which statement, design or device shall be false or misleading in any particular.

Fourth.—If it be a mixture or compound, now or hereafter known as an article of food, and be not labeled or branded with a statement that it is a mixture or compound, together with a statement of the substance entering into said mixture or compound. Provided, that nothing in this act shall be construed as requiring or compelling the proprietors, manufacturers or sellers of proprietary foods to disclose their trade formulas, except in so far as may be necessary under the provisions of this act to avoid adulteration, imitation or misbranding.

Fifth.—All labels of packages required by this act shall be placed only on the fronts or backs of each package or container, and in type not less than eight-point (brevier) caps in size, and in such positions and terms as may be easily read and understood by the purchaser.

Sec. 5. When the Dairy and Food Commissioner or his agent shall obtain an article of food or a sample or portion thereof from any person for the purpose of determining whether the same is adulterated



or misbranded within the meaning of this act, it shall be found that the said article of food is adulterated or misbranded within the meaning of this act, then the Dairy and Food Commissioner shall proceed against the said person from whose store, warehouse or other place of business said article, sample or portion thereof shall have been obtained for a violation of the provisions of this act.

But no prosecution shall be sustained under the provisions of this act against a retail dealer for the selling, offering for sale, exposing for sale or having in possession with intent to sell of any adulterated or misbranded article of food, as defined herein, if the retail dealer from whom the said article of food sample or portion thereof was obtained by the Dairy and Food Commissioner or his agent, can establish a guaranty, signed by the manufacturer or wholesale dealer or jobber or distributor residing in the United States, from whom such article of food was purchased or procured, to the effect that the same is not adulterated or misbranded within the meaning of this act, designating it.

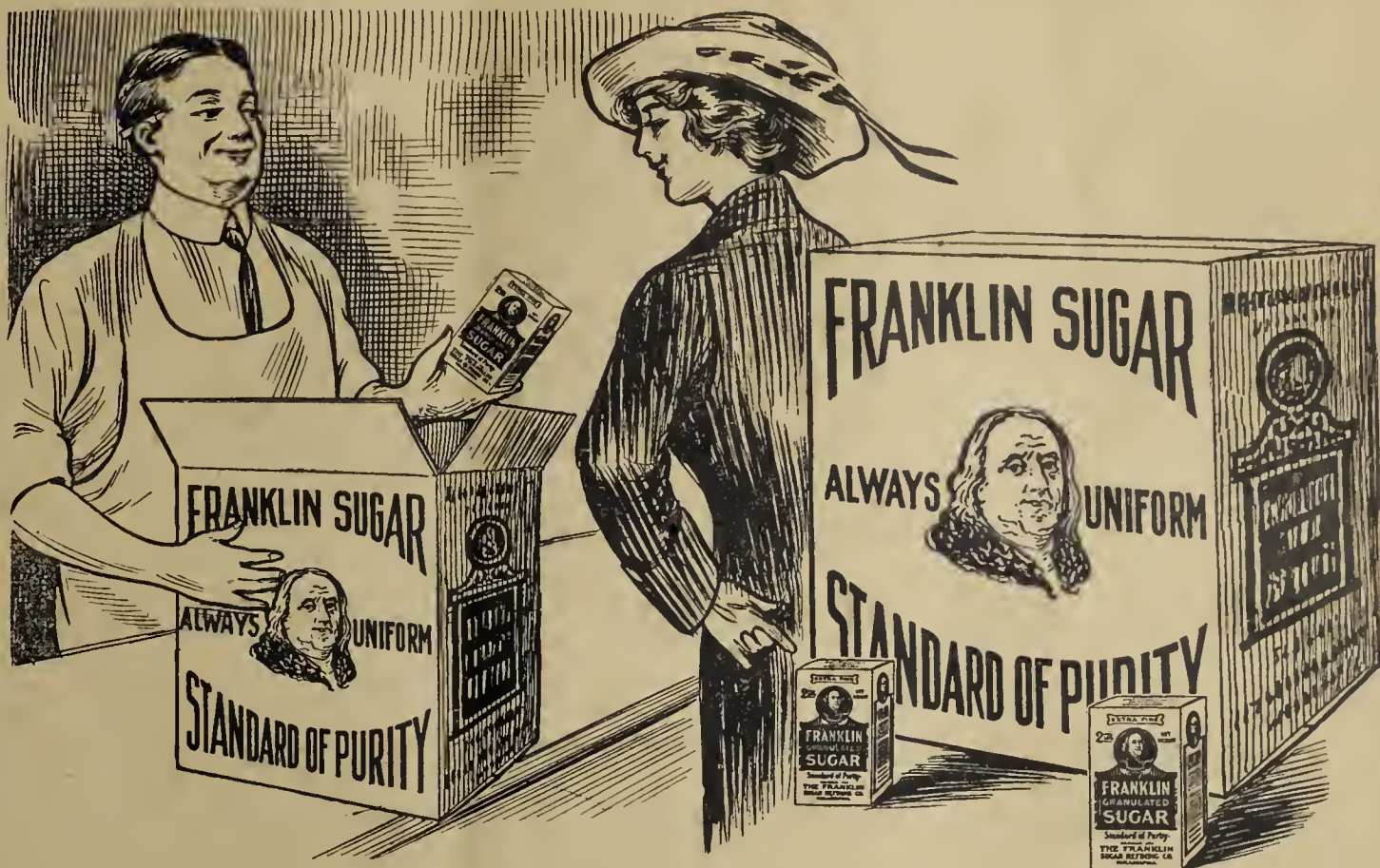
Said guaranty to afford protection shall contain the name and address of the manufacturer or wholesale dealer or jobber or distributor making the sale of such article of food to such retailer, and shall be in the following language:—

"I, or we, ..... (name of guarantor), the vendor of the article of food mentioned in the foregoing invoice, do hereby guarantee and warrant that none of said articles of food are adulterated or misbranded within the meaning of the act of the General Assembly of Pennsylvania, known as the General Food Act of 1913."

(Signature).....  
(Address).....

In such case the manufacturer or wholesale dealer or jobber or distributor, so as aforesaid, giving such guaranty shall be amenable to the prosecution, fines and other penalties which attach in due course to the retailer holding such guaranty under the provisions of this act for a violation hereof, and every manufacturer or wholesale dealer or jobber or distributor giving a guaranty under the provisions of this act shall be held responsible and shall be proceeded against for the adulteration or misbranding of any article of food sold under said guaranty, and shall be subject to the penalties for the violation of the provisions of this act. No such guaranty shall operate as a defense to prosecution for a violation of the provisions of this act if the retailer holding such guaranty shall continue to sell the same article of food after written or printed notice from the Dairy and Food Commissioner or his agent that such article is adulterated or misbranded within the meaning of this act.

Whenever it shall appear that any jobber, wholesaler or dealer has had or has in his possession, with intent to sell, any goods which are adulterated or misbranded within the meaning of this act, and which goods were manufactured in or shipped from another State into the State of Pennsylvania and sold under a guarantee of the non-resident manufacturer or dealer, the Dairy and Food Commissioner shall certify all the facts and findings in such cases to the Secretary of Agriculture at Washington, D. C., in accordance with the Act of Congress approved June 30, 1906. It shall be the duty of any person claiming immunity from conviction, by reason of a guaranty, of any



## Sell Franklin Carton Sugar by the Container

Your customers know what sugar is and what it will do, and expect to keep on buying it and eating it as long as they live. The right thing to do when a woman asks for sugar is to sell her a SUPPLY instead of SAMPLE—sell her a WHOLE CONTAINER of FRANKLIN CARTON SUGAR instead of one or two CARTONS.

It's easy to show a woman the convenience of having a CONTAINER of FRANKLIN CARTON SUGAR in the house, always handy when she needs it.

Selling FRANKLIN CARTON SUGAR by the CONTAINER is not only a convenience for your customers, but it saves you money, because you make one delivery instead of dozens. It gives you a wholesale outlet at a retail profit—you don't have to even open the CONTAINER to make your profit on every CARTON in it. When you sell a woman a CONTAINER of 30 two-pound CARTONS you make the profit on her purchases of sugar for some time to come; if you sell her one CARTON you leave an opening for competitors to sell her the other TWENTY-NINE. Lots of your customers buy flour by the barrel, potatoes by the bushel, canned goods by the dozen—it just as easy to sell them FRANKLIN CARTON SUGAR BY THE CONTAINER. Try it.

*FRANKLIN CARTON SUGAR is packed 24, 48, 60 and 120 pounds to the CONTAINER. Ask your Jobber for full information as to grades.*

## The Franklin Sugar Refining Company PHILADELPHIA

*"Your customers know FRANKLIN CARTON SUGAR is CLEAN SUGAR"*



### WHAT TO TELL CUSTOMERS

"Here's the right way to buy sugar, Madam—30 Franklin Cartons in a neat Container. It's a big convenience to have a supply of sugar in the house and know you won't have to run out every time you want a pound or two."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants





# PARKE'S UNMATCHABLE COFFEE

Is the best

selling line of Coffee you can handle

Careful blending and roasting gives high cup quality and fine flavor, and our large facilities insure a uniformity that will please your customers and make them keep on buying once you get them started.



The Parke Stamp is packed with Parke's Coffee, Tea, Spices, Baking Powder, Ammonia, Bluing, etc. Tell your customers to save the stamps, because they are redeemable for hundreds of valuable premiums.



## L. H. PARKE COMPANY

232-234 Market Street  
PHILADELPHIA

638-640 Grant Street  
PITTSBURGH, PA.



### WHAT TO TELL CUSTOMERS

"PARKE'S COFFEES are best value at the price and no matter whether you pay 32c., 35c., 38c. or 40c., I'm sure you'll be pleased. Besides the quality of the coffee the stamps are valuable; don't forget to save them."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

adulterated or misbranded article of food sold, offered for sale, exposed for sale or had in possession with intent to sell, to produce said guaranty for inspection upon being notified that any such article of food is adulterated or misbranded within the meaning of this act, and failure or refusal to so produce said guaranty shall subject such person to prosecution and conviction for a violation of the provisions of this act the same as though he had no such guaranty.

No guaranty shall avail for the protection of any person who shall violate the provisions of paragraph 6, Section 3, of this act, by having stored or transported or kept any article of food in a way or manner that may render the article diseased, contaminated, filthy or unwholesome.

No guaranty shall avail for the protection of any person who shall violate any of the provisions of paragraph 7, Section 3, of this act.

Sec. 6. For the purpose of this act an article shall be deemed to be the same article,

First.—When it shall be of the same brand or have thereon the same label and shall be adulterated or misbranded in the same way.

Second.—When it is not labeled or branded, but is sold, offered for sale or exposed for sale under the same name and adulterated or misbranded in the same way.

Third.—When, although sold, offered for sale or exposed for sale under another name or labeled or branded in a different way, it shall be found to be the product of the same manufacturer, grower or maker, and to be adulterated or misbranded in the same way. Provided, however, that an article shall be deemed to be adulterated in the same way if it shall contain the same adulterant substance or substances.

Sec. 7. That any person who shall violate any of the provisions of this act shall be guilty of a misdemeanor, and upon conviction thereof for the first offense shall be sentenced to pay a fine of not less than \$25 nor more than \$100, and upon conviction thereof for any violation of this act committed subsequently to the said first offense, be sentenced to pay a fine of not less than \$50 nor more than \$200, or to undergo imprisonment of not more than sixty days, or both. Provided, that the term "first offense," as used in this section, shall be held to include all violations of this act committed before any prosecution shall have been brought hereunder.

Sec. 8. The Dairy and Food Commissioner of the State shall be charged with the enforcement of the provisions of this act and shall make rules and regulations for the proper enforcement thereof, and shall cause such rules and regulations to be published in the official bulletins in the issue immediately following the preparation of the same.

Sec. 9. All fines and penalties imposed and recovered for the violation of any of the provisions of this act shall be paid to the Dairy and Food Commissioner or his agent, and by the Dairy and Food Commissioner to be paid into the State Treasury for the use of the Commonwealth.

Sec. 10. That the Act of Assembly entitled "An Act relating to food, defining food, providing for the protection of the public health and the prevention of fraud and deception by prohibiting the manufacture or sale, the offering for sale or exposing for sale, or the having in possession with intent to sell, of



adulterated, misbranded or deleterious foods, prescribing certain duties of the Dairy and Food Commissioner in reference thereto, and providing penalties for the violation thereof," approved the 13th day of May, A. D. 1909, be, and the same is hereby repealed.

Sec. 11. This act shall be known as the General Food Act of 1913.

Sec. 12. This act shall take effect on the 1st day of April, A. D. 1914, and until it takes effect all laws or parts of laws which are either expressly or by implication repealed by this act shall remain in full force and effect. And all violations of existing laws occurring prior to April 1, A. D. 1914, may be prosecuted to conviction and final judgment and execution under the provisions of said existing laws, notwithstanding the repeal of such laws by this act and notwithstanding such violations may occur after the passage of this act, and notwithstanding that such prosecution, judgment and execution, or any of them, may occur after the 1st day of April, A. D. 1914. The repeal of any law or part of a law relating to the subject matter of this act shall be expressly subject to this saving clause.

On the same day the pure drink bill which had been following the food bill through the Senate and as in the same condition, was brought up and also defeated. It so was later put on the postponed calendar. The text of the pure drink bill at present is as follows:

#### AN ACT

Relating to non-alcoholic drinks, defining the same and prohibiting the manufacture, sale, offering for sale or exposing for sale or having in possession with intent to sell, of any adulterated or misbranded non-alcoholic drinks, and providing penalties for the violation thereof and providing for the enforcement thereof.

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That it shall be unlawful for any person, firm or corporate body, by himself, herself, itself or themselves, or by his, her, its or their agents, servants or employees, to manufacture, sell, offer for sale, expose for sale, or have in possession with intent to sell, any article of non-alcoholic drink which is adulterated or misbranded within the meaning of this act.

Sec. 2. That the term "non-alcoholic drink," as used herein, shall include carbonated beverages of all flavors, sarsaparilla, ginger ale, soda water of all flavors, lemonade, orangeade, sweet cider, root beer, grape juice and all other non-intoxicating drinks.

Sec. 3. A non-alcoholic drink shall be deemed to be adulterated within the meaning of this act if it contains any added boric acid or orate benzoic acid or benzoate allylic acid or salicylate, formaldehyde, sulphur dioxide, sulplurous acid or sulphite hydrofluoric acid or fluoride fluoborate, fluosilicate or other fluorine compound, dulcin, lucin, saccharin, betanaphthol, hyronaphthal, abrastol, asaprol, oxides of nitrogen, nitrous acid or nitrate compound of copper, pyroligneous acid, coal-tar dye, artificial flavor, artificial ether, artificial ester, saponin, soap-bark extract or other

(Continued on page 24.)



## Bouillon "Herringlets"—Something to Talk About

Your customers are always looking for "something new" for all meals. Tell them about BOUILLON "HERRINGLETS," choice little NORWEGIAN HERRING, packed in delicious bouillon, 15 cents a can, each can a meal for a family. Recommend BOUILLON "HERRINGLETS," because we'll refund the money to any customer who is not satisfied, and remember that they pay you a good profit. BOUILLON "HERRINGLETS" mean big sales, satisfied customers and good profits for you. *PUSH THEIR SALE.*

**ANGUS WATSON & COMPANY, Sole Proprietors**

Also Proprietors of "Skipper" Sardines

1011 Chestnut Street, Philadelphia, Pa.



#### WHAT TO TELL CUSTOMERS

"Try BOUILLON 'HERRINGLETS' this week. Delicious, nourishing, wholesome. A meal for six persons for 15 cents.

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## Banner Lye is the Greatest Cleanser of All

BANNER LYE is not only a powerful deodorizer and disinfectant, but it is the *most powerful cleanser* manufactured. It eats off the dirt and grease without the rubbing and scrubbing required when ordinary cleansers are used. It cleans what nothing else can clean. BANNER LYE is needed in *every household*, and you haven't a customer who won't buy it if you keep it on display and call attention to its wide range of usefulness. It's a *steady seller* once you start it, because the housekeeper is always *cleaning something*; get your customers using BANNER LYE and you open the way for steady sales and profits.

**THE PENN CHEMICAL WORKS**

Philadelphia, Penna.

#### WHAT TO TELL CUSTOMERS

"BANNER LYE cleans without work; it makes dirt and grease disappear quicker than any other cleanser and with less effort on your part."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants





## Push Lamb and Mutton and Beef Prices Will Decline

**Large Packing Firm Advises Dealers to Follow this Course and Say it Alone Will Keep Beef Down. Wide Difference Between Prices of Beef and Prices of Mutton and Lamb.**

The firm of Swift & Co., meat packers, have begun a campaign which if successful would probably somewhat reduce the cost of beef products. In a nutshell the plan is to push mutton and lamb and leave beef in the background for awhile. The company has issued a statement on the subject, a copy of which has been sent to this paper. The following part of it is worth reproducing:—

To obtain the golden fleece of reduced prices on meat the consumer has no need to journey into a far country.

This golden fleece hangs on the hook in the nearby market and the consumer has only to grasp it. It is his opportunity to take advantage of the low prices at which mutton and lamb are sold, and by purchasing those meats relieve some of the pressure of the present demand for beef.

The year 1912 has been remarkable as showing the price of live cattle at the highest level attained in the history of the packing business.

This increase in price was foreshadowed and its contributing causes discussed in 1910 and 1911. The causes to-day are the same as those outlined then. The only difference is that they are intensified. They are:—

Decrease in the production of cattle.

Decrease in the weight of cattle.

The decrease in production is manifest in the diminution in receipts of cattle at the principal markets.

The decrease in the weight of finished cattle appears in a comparison of the average weight of cattle in 1911 and 1912. This shows a decrease of eighteen pounds per head, or a total weight shortage of 704,498,355 pounds for the past year.

A comparison of 1911 and 1912 receipts ending November 30th,

both as to number and weight, shows the following at nine markets:—

1911, cattle .....	8,604,355
1912, cattle .....	8,044,090
Decrease in number .....	560,265
1911 average weight .....	999 lbs.
1912 average weight .....	981 lbs.
Decrease in average weight, 18 lbs.	

On this basis there were 704,498,355 pounds less live cattle available for beef supply at these markets during 1912. With such a shortage there is small wonder that record prices were realized for prime corn-fed steers.

One of the most effective methods of increasing the beef supply of the country and thereby lessening the prevailing high prices of beef would be the restriction of the sale of veal.

The United States is the greatest veal-consuming country in the world. Its demand for veal is so great that the number of calves slaughtered has increased 100 per cent. in the past decade. In the United States during 1911 there were slaughtered 8,000,000 calves. These 8,000,000 calves did not average over seventy pounds. If they had been allowed to live one year they would have averaged 600 pounds of good beef and would have given to the country 4,800,000,000 pounds of beef instead of only 560,000,000 pounds of meat. According to a conservative estimate this four billion odd pounds would furnish a city of 350,000 people with its total meat supply for over fifty years. This gives some of the country's immediate loss of beef supply by the slaughter of calves.

Every individual is a creature of habit. The great American public, like the individuals of which it is composed, is a creature of habit. This public has formed the habit of eating chiefly roast beef and beefsteak, and its inability to adjust its demands to the available meat supply has been a factor quite apart from that of shortage, but equally important in raising the price of beef. The consumer keeps on demanding the choice cuts

of beef when lamb and mutton, fully as nutritious, are being offered at cheaper prices.

The United States is fast becoming a great sheep-raising country. Scientific feeding and handling of sheep are producing a finer grade of mutton. This meat ranks next to beef in strength-building qualities and is high in food value for manual work; at the same time it is a light meat food, delicate in flavor and the easiest of all to digest.

These excellent reasons, combined with the cogent one of cheaper prices, should cause mutton to appear frequently on our tables, yet the public keeps on demanding porterhouse steaks and other cuts of which there is only a very limited supply.

Feeling that the consumer was not fully informed, Swift & Co. have for some time been conducting a campaign with a view to disseminating information concerning the comparative prices and the comparative food values of mutton and beef.

Chief among their propaganda has been the publication of reading notices giving the wholesale selling prices of mutton in comparison with those of beef, in the papers of the principal cities of the United States. A comparison of recent prices is as follows:—

### Average Wholesale Selling Price as Published in Chicago Papers, 1912

	W.E. Nov. 16	W.E. Nov. 30
Fresh beef .....	10.21c.	10.38c.
Fresh mutton ...	6.06c.	5.94c.

Another interesting comparison is found in the wholesale purchasing power of \$1 for meat in Chicago, standard grades.

Beef ribs .....	5½ lbs.
Mutton loin .....	15 lbs.
Beef round .....	8½ lbs.
Mutton hind quarter .....	14 lbs.
Beef chuck .....	10 lbs.
Mutton fore quarter .....	20 lbs.

If the housewife could be brought to read the wholesale market prices of dressed beef, mutton and lamb, as quoted in the produce columns of the daily papers, and make a corresponding adaptation of her cuisine the consequent "consumer's demand" would keep meat prices much more uniform than under the present habit of blindly purchasing beefsteak and roast beef.

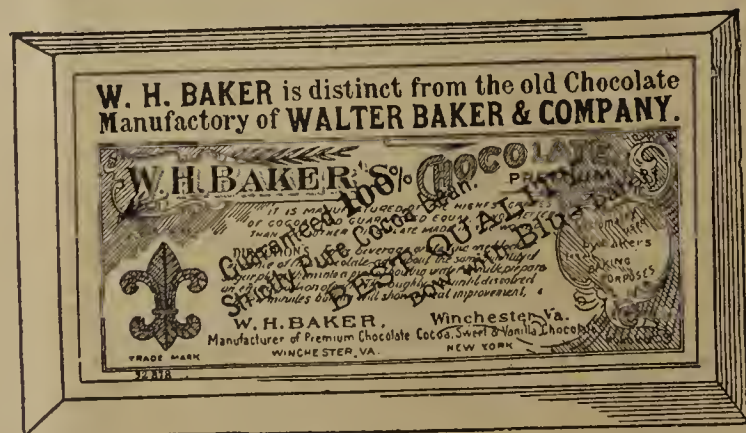
### AMONG THE TRADE.

The Civic Club, a local organization of women, decided at a meeting held on Thursday that they would divide the city into districts

and canvass all the grocers and meat dealers in each. The women will tell the retailers how they think the business should be conducted, chiefly as to keeping fruits and vegetables under glass, and if the grocers don't accept and follow their advice, they will be black-listed. Flies will be another subject of advice.

The 7,481 employees of the Philadelphia Rapid Transit Co. will do co-operative buying through a plan adopted during the week. Through an arrangement entered into with Strawbridge & Clothier and the George B. Newton Coal Co. the Co-operative Beneficial Association of the Rapid Transit Employees will act as the purchasing agent for its 7,481 members who, as the result of the plan, will be able to obtain the goods sold by these firms at substantially reduced prices. The plan evolved by the co-operative committee calls for a special discount of 8 per cent. on the net selling price of all merchandise purchased. In the case of the department store the discount will apply not only to goods sold in the regular way, but also to special sales. In the purchasing of coal the advantages will be equally as great, it being possible for each member of the association to make a substantial saving on every ton of coal purchased from the coal company. To make the buying under this plan as simple as possible the Co-operative Beneficial Association will sell to its members cash coupons in book form, to be issued in denominations from \$2.50 to \$10. A \$2.50 book will be sold for \$2.30; a \$5 book for \$4.60, and a \$10 book for \$9.20. Each coupon, being accepted at its face value, gives the purchaser an 8 per cent. discount.

# W. H. BAKER, WINCHESTER, VA.



## Chocolate and Cocoa Preparations

United States Serial No. 5257  
Guaranteed Under the Food and Drugs Act, June 30, 1906

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



# CONTINENTAL SAFETY EGG CARTON



The only egg carton that will really prevent breakage is the CONTINENTAL SAFETY EGG CARTON, which grips each egg in a cushion-like nest. Old style cartons with square compartments let the eggs rattle around and get cracked, and

*broken eggs mean loss of profits.* The CONTINENTAL SAFETY EGG CARTON is complete in one piece; there are no "fillers" to put in; it even carries its own string and fastener. It is quickly and easily filled and fastened, saving time and string. Use it and be *sure* of a *profit* on eggs that will *not be cut down by breakage.*

**250 to the case—packed flat.**

Ask your jobber, or write us for FREE sample.

## "There's a Continental Bag for Every Paper Bag Purpose"

Our mills at Rumford, Maine, are the largest paper bag mills in the world. When you purchase CONTINENTAL PAPER BAGS you get the benefit of our enormous facilities for *improving quality.* Let us submit samples.

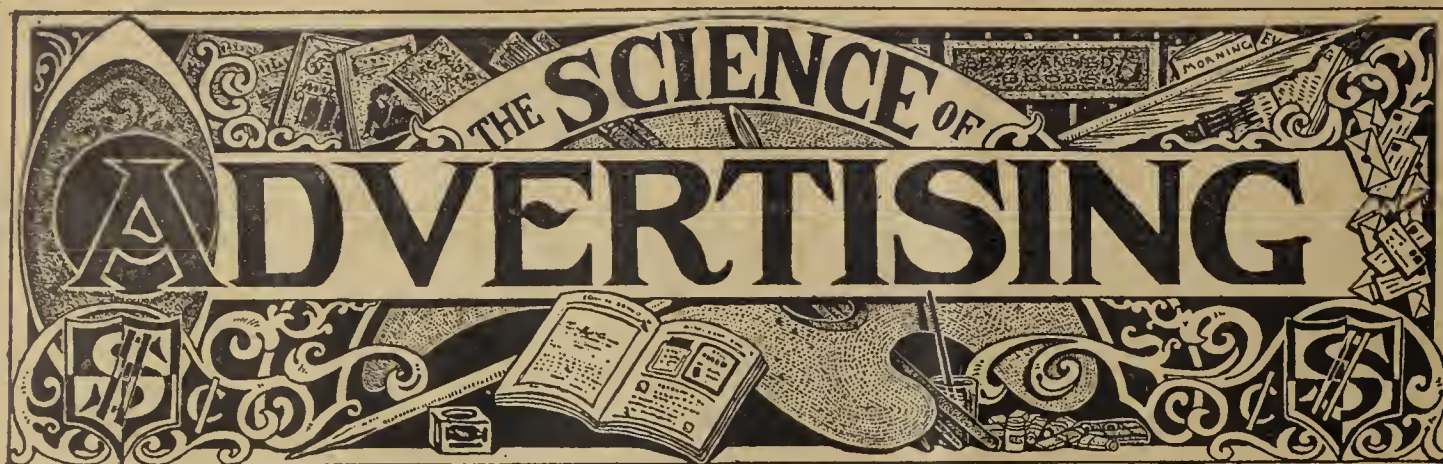
Write us for sample of our new specially designed Parcel Post package which meets every requirement of the postal authorities for shipping eggs by mail with absolute protection against breakage.



# Continental Paper Bag Co.

WHITEHALL BUILDING, NEW YORK





Wilmington, Del., May 3, 1913.  
Editor "Science of Advertising."

Dear Sir:—I would like your view as to a grocer using advertising matter given him by manufacturers or jobbers. I, and I suppose other retailers, are constantly having offers of billheads, envelopes, etc., bearing the advertisement of some manufacturer, and having my name and address printed upon them, and I have in the past used some of them. Please advise me whether it is good advertising policy to do that, or should we have our own printed matter prepared for us? Please answer through your column in the good old "Grocery World and General Merchant."

I might add that I have counted up, and in the last month we have had seven or eight propositions from manufacturers to give us printed matter of some sort. If you answer in the paper do not give our name.

Respectfully yours,

\* \* \*

If I were in the retail business I should never use the stock stationery which many manufacturers have printed for retailers' use, unless I were absolutely unable to afford stationery of my own. The most successful merchants of all lines to-day are those who give their business an individuality, not the individuality of somebody else, but an individuality of their own. Every large merchant works night and day to do that, through his advertising, through his store service, and in every other way. And his success in business is usually in proportion to his success in creating individuality.

\* \* \*

One reason I don't like the billheads, envelopes, etc., that manufacturers furnish retailers is that a good many of them are of poor quality. The paper is cheap, and the printing being done by the hundred thousand, is often careless and hurried. The main objection is that you are sharing the benefits of your personal advertising with another, and giving him the lion's share of it, because the manufacturer who supplies stationery always has his name, or the name of his product, printed first and the retailer's name second. There isn't much advertising, of course, in a grocer's

name and address printed in one corner of his envelopes, or on his billhead, but what there is you might as well have yourself, instead of dividing it with somebody else. After all, the main thing is the effect that it has on one's own individuality. A merchant who uses his own envelopes, letterheads and billheads thereby acquires a certain status in people's minds, and often that status is in proportion to the quality of his printed matter. The grocer who sends out cheap envelopes bearing the name of a soap, soap powder or other proprietary article in red, and his own name after in black, as I have seen many do, voluntarily puts himself in the position of an appendage of the manufacturer to whom he gives precedence over himself. More than that, he lays himself open to the suspicion that he isn't prosperous enough to get his own printed matter. Prosperity is always a good, and adversity always a bad advertisement, and the wise merchant displays all the earmarks of prosperity even if he has it not.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

### ASSOCIATION NEWS

#### National Retail Grocers' Association.

Following is the official programme of the convention of the National Retail Grocers' Association, which will be held at St. Louis, Mo., on May 19, 20, 21 and 22, 1913:—

MONDAY, 9.30 A. M.

Convention opened by President St. Louis Grocers' Association, Mr. D. E. J. Noonan.

Prayer.

Address of Welcome—Mayor of St. Louis, Hon. Henry W. Kiel.

Response—Vice-President, Mr. Henry W. Schwab, Wisconsin.

Address of Welcome—President Board of Trade.

Response—Past President, Mr. Geo. A. Scherer, Illinois.

Introduction—National President, Mr. John W. Lux, Minnesota.

President's Address.

Introduction—English National Secretary, Mr. Arthur J. Giles, England.

Committee Appointments.

Committee Credentials.

Committee Rules and Order.

Committee Resolutions.

MONDAY, 2 P. M.

Report of Committee on Rules and Order.

Secretary's Report—Mr. John A. Green, Ohio.

Treasurer's Report—Mr. George Suhr, New York.

Committee Report on Price Maintenance—Mr. F. B. Connolly, California.

Committee Report on Trade Relations—Mr. C. E. Beinert, Nebraska.

Committee Report on Ways and Means—Mr. Sol Westerfeld, Illinois.

Report of State Presidents.

TUESDAY, MAY 20TH, 9.30 A. M.

Reports of State Presidents—Continued.

Address—"Salesmanship," Mr. John S. Taylor, Secretary Minnesota Association.

Address—President National Association of Wholesale Grocers, Mr. Geo. E. Leichty.

Miscellaneous Business.

Address—National Secretary, Mr. John A. Green.

TUESDAY, 2 P. M.

President's Reports—Continued.

Address—Secretary American Specialty Manufacturers, Mr. A. C. Monagle.

Report—Credentials Committee.

Address—President National Canners' Association, Mr. Bert M. Fernald.

Question Box.

WEDNESDAY, MAY 21ST, 9.30 A. M.

Question Box—Continued.

Address—"Merchandising Efficiency," Mr. W. H. Ukers, New York, President Grocery and Allied Trade Press of America.

Address—President American Specialty Manufacturers' Association, Mr. J. E. Linihan.

Report—Resolutions Committee.

Report—Auditing Committee.

Miscellaneous Business.

RECESS.

THURSDAY, MAY 22D, 9.30 A. M.

Question Box—Continued.

Miscellaneous Business.

Report (Final)—Credentials Committee.

Report—Committee on Resolutions.

THURSDAY, 2 P. M.

Unfinished Business.

Report (Final)—Committee on Resolutions.

Election of Officers.

### Beware of This Collection Agency.

National Retail Grocers' Association Warns Against Concern Using Pinkerton Name. Advice from National Credit Men's Association.

Special Correspondence of "Grocery World and General Merchant."

Cleveland, Ohio, May 6, 1913.

Several times during the past year complaints have come to our office in regard to the Pinkerton & Co's United States Detective Agency. This detective agency is working more particularly in the South, but they have worked in other sections of the country. They claim to have a collecting agency connected with their company. They are leaving the impression that they are a part of the regular Pinkerton Detective Agency known the world over as the Allen Pinkerton Detective Agency.

The regular Pinkerton Detective Agency denies any affiliation with the above agency.

The National Association of Credit Men have taken this matter up and have issued this warning:

No matter how convincing the canvass presented you regarding any collecting agency is, do not sign a contract for handling your collections, whether advanced payment is asked for or not, whether you intend to hand over hopeful or hopeless accounts, without first consulting either the State Secretary or this office. This will save you time, money and annoyance.

We are trying to make it impossible for the dishonest agency to make a living. If our members, despite all we can say, persist in fattening them, what can we do?

We have had bills introduced in every Legislature in the country asking for the bonding of collecting agencies. If this be done it is fair to assume that we can run some risk, but until such legislation is enacted let me beg of our membership that before tying themselves up to agencies of any kind that they first consult either their officers or this office.

JOHN A. GREEN,

Secretary National Retail Grocers' Association.

Lima beans are scarce and poor. Good stock would bring \$5, but the best available beans are worth only \$4.



THERE'S  
MONEY  
IN IT  
FOR  
YOU

# Babbitt's Cleanser

## Pays Grocers Best

BABBITT'S CLEANSER is the **best paying** cleanser you can handle; first, because of the splendid profit you make on each sale; second, because your customers will buy it again and again, once you start them.

BABBITT'S CLEANSER is put up in an attractive container that makes it a "good shelf package". Keep it where customers can always see it and it will sell itself.

**B. T. Babbitt, Inc.**  
New York



## Make Hooton's Cocoa Your Leader

and you'll do the leading cocoa business of your locality. **Hooton's Cocoa** outsells other kinds because it's a bigger money's worth and because its Quality and Flavor make it Please. We've won business everywhere on these points and we have an introductory plan for new dealers that will make big sales of **Hooton Cocoa** over your counter. If you want to get and hold a bigger cocoa trade than you've ever had, write us for particulars.



## New Idea in Account Register Systems

A Register that can grow as you grow;

One that can expand as your business expands.

The Expansion Type Register is the New Idea and is the latest and exclusive feature of

With Only One Writing **The McCASKEY SYSTEM** The End of Drudgery

Write for further information. We will gladly have our nearest salesman call on you and explain the Expansion Type Register features without any obligation on your part to purchase.



Unless you need System he will not urge you to buy. Write today to

**The McCaskey Register Co.**  
ALLIANCE, OHIO

BRANCHES: New York, Chicago, Boston, Washington, Pittsburgh, Memphis, Atlanta, Kansas City, San Francisco; Seattle; Dominion Register Company, Ltd., Toronto, Canada; Manchester, England.

*The largest manufacturers of carbon coated salesbooks in the world*

**First and Still the Best!**



## Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s  
Department Food Stores, Dover, N. J.

**Don't Be a Blame Shifter.**—Do you know what that is? It's the fellow that schemes to push his mistakes over to others. He is a coward and a weakling. He is so despicable that soon all respect for him by his associates is gone.

If you blundered stand up like a man and take the consequences. You'll like yourself better for it. The man you work for and to whom you made the clean break will know that he has at least one man in his employ who knows that God hates a crawler just as much as he does a liar and acts upon that knowledge.

\*\*\*

**An Olive's An Olive** to the vast majority. To you as a seller of olives this isn't so. Take a No. 16 bottle of, say, 110 Queens first quality. Examine the fruit carefully and you'll observe no black spots, no shrivels, no dissimilarity in size. Take the same size bottle and apparently the same size olive but of second grade—they're spotted. That condemns them for firsts: they're slightly irregular in form and by close comparison you'll see a dullness of skin. These

things are written so they may be pointed out to your olive customers who think an olive's an olive.

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**The Going Away Orders.**—Don't let them slip away from you. The big fellows are after them. Their letters and terms and catalogues were mailed a month ago. The people you served all winter and fall and who are now about to go won't turn you down if you go about the thing right. You guarantee everything will be satisfactorily packed. You guarantee quality and you prepay freight charges. "The tea will be sent in a new can. So will the coffee. When these are used up a postal card will give you 5 pounds of either one express prepaid—the same blend of tea exactly that you used last season. The same coffee that you used."

\*\*\*

**Getting the Baked Bean Business.**—Two ways. One is to show them up in a platter home cooked to sell at 7 cents a pound. The other a counter display of the brand of canned beans your firm wants to push. A fresh can can be opened

for sampling purposes every day.

Now this idea of selling baked beans by the pound is good. It gives them a fresh wholesome effect and it gives you a fairly good profit. You see, it's like this: The kitchen stoves are being "let out" now and plain economical cooked things are being bought. It's up to us to meet the condition. This principle of meeting the condition in business is at the bottom of all store success.

\*\*\*

**"Beans."**—If you're high on beans there's a reason. You handle New York State goods and by showing your customers a scoopful you will prove the difference in yours and the "cheap" ones—often the imported. Yours are not stony or generally dirty; they're so screened that they're uniform in size. They cook soft whereas the German beans cook hard. The flavor of yours is superior.

Yellow-eyed beans are excellent when baked and red kidneys make the most delicious "vegetable" when served boiled. If you handle good limas, California grown, and examine them you will see that there are few splits and that the ends aren't broken. Even in a common thing like beans it "pays to know."

\*\*\*

**"About Salad Oil."**—The demand for salad oil is here and you ought to know that in this country we are producing to-day splendid oil from cotton seed. Far better than that made ten or fifteen years ago. It is so perfectly deodorized and so thoroughly refined that all the strong

rank taste is eliminated. The price of 35 cents a quart brings it within the reach of everybody. While we recognize the delicacy and purity of the imported olive oil, yet it is so high in price that the average family simply can't afford it. For French dressing recommend your domestic and get people started on it for vegetable salad. It pays good profit and will prove a good seller.

\*\*\*

**Canned Fruits.**—Do you know that this is a good time to sell canned fruit—especially peaches? The home prepared is all used up. You ought to offer these extra standard California lemon cling delicious golden fruit. It is cut in perfect halves. Without a blemish; preserved in sweet syrup. Free ripened peaches. Very mellow, possessing the highest flavor. You also have them sliced to serve with cream. Very dainty indeed they look on the tea table and most refreshing when chilled in the can immediately after opening.

## PATENTS

and Trade-marks procured promptly and properly in all countries.

**Davis & Davis, Washington, D. C.**

## MANY GROCERS

Find it pays them to read the "good stuff" in

**The Advertising World**  
Columbus, Ohio

Sample free, or four months' trial for 10 cents.



## What Does This Mean to You?

Our aim in advertising our business is to present to the trade our goods in an attractive manner, always selecting a few items, telling of their merits and quoting prices. We would like you to buy of us if you will



**SYRUPS**—We cannot emphasize too much the importance of taking care of your Syrup trade. Our Syrups are selected with great care; special attention is paid to quality and we keep the standard up to what it should be. Royal Table Syrup is one of those bright, clear, sparkling syrups, having a delicious flavor. Our Challenge Syrup is a great favorite and has a host of friends; other leading brands include Gift Edge, Ex. Amber, Crescent, Quaker City, White Clover, King "B" Drips, Cruiser, 109 Sugary, Ex. Maple, Etc.; also Sugar Syrups and New Orleans Molasses. Send us your orders.

**OLIVES**—Our new package, a twenty-ounce fruit jar Queen Olives, packed in cases of one dozen each, a splendid package to retail at 25c., price per doz., \$2.20.

**MATCHES**—We have two special drives on Matches; 500s, and as we only have a limited quantity, we offer them provided unsold when order received, viz: Single Dip, 500s, red heads, per gross, \$2.50; Double Dip, 500s, one gross in a case, per gross, \$3.00; these goods are made by The Diamond Match Company, quality first class.

**EGG PLUMS**—New York packing, Monroe Brand; these goods are equal in quality to any so-called Extra Standards, cans full, 30-oz. contents, known as No. 3 size, two dozen in a case, per doz., \$1.10.

**KIRK, FOSTER & CO.**

WHOLESALE GROCERS 209

NORTH WATER STREET  
PHILADELPHIA - PENNSYLVANIA





## Try This On Yourself

Which would you rather eat yourself—bulk prunes from a long-opened box, or U-Say Selected Sun-Cured Sanitary Prunes?

Your customer will feel the same. U-Say Prunes are better than average bulk prunes to begin with, and they are infinitely better when they reach the consumer, for the sealed package keeps them moist, fresh and clean.

Packed in five sizes, retailing at 10, 12, 15, 25 and 60 cents.

**Beh & Herter**

SALES AGENTS

140 Franklin Street  
New York

## We Keep But One Secret

Almost everything about RUMFORD BAKING

POWDERS has always been as open as the sun. We say freely what it contains—phosphate, starch and soda—and nothing else. Only our method of mixing and blending these food leaveners do we properly keep to ourselves.

No other baking powder made compares with RUMFORD POWDERS for a minute. It is absolutely wholesome, even nutritious, and is a leavener par excellence. No consumer who ever used



it dropped it because it wouldn't do the work.

Furthermore, no retailer can complain of the profit it pays.

**Rumford Chemical Works**

PROVIDENCE, R. I.

## Cater to the Public

If you own a shop of any sort; if you are interested in selling anything to the public, you must cater to their comfort—you must give them reasons for dealing with you.

If your Grocery Store is not lighted properly, brilliantly; in other words, if it is not illuminated Electrically, you are omitting to take the most obvious course toward creating a successful and growing business. Ask the man who uses it whether he could afford to be without Electricity.

**The Philadelphia Electric Company**

TENTH AND CHESTNUT STREETS

## The "Premium" Brand on Ham



WE must make EVERY ham that bears "SWIFT'S PREMIUM" brand give satisfaction, or the brand would cease to mean anything.

And you should have that ham if you want to satisfy your trade and build up a good ham business.

SWIFT'S PREMIUM HAMS are always tender, deliciously flavored, properly cured. What we tell you about them you can tell your customers with confidence.

PREMIUM HAMS we keep well advertised, and that makes it easy for you to sell them.

Swift & Company, U. S. A.



## You Can Depend on It

We feel a particular pride in Gurnse butter, as a butter you can depend on. Of course, consumers appreciate that, but you as grocers will particularly appreciate it because butter that you can't depend on will make you all kinds of trouble.

Gurnse butter is the finest imaginable dairy butter, made by us, packed by us, and guaranteed by us. It is wrapped in brine-dipped parchment, and then sealed in a carton. Guaranteed to suit your trade, or customers' money back.

Packed in 20, 30 and 50-pound boxes—pounds and half pounds—37 cents.  
Prices subject to market changes.

**P. F. BROWN & CO.** 39-41-43 SOUTH FRONT STREET  
PHILADELPHIA, PA.



## Judged by the Company It Keeps

You probably couldn't do business successfully by selling Wheatena as your only breakfast food. Many grocers sell it as one of an assortment, but they usually treat it as a sort of leader—a special thing—something more exclusive than the ordinary run of cereals.

Their reason is the exceedingly high class of the people who use Wheatena in their homes.

**The Wheatena Co.**  
RAHWAY, N. J.

Members of the American Specialty Manufacturers' Association



# THE GROCERY MARKETS

## Tea.

The tea market shows no change for the week. The demand for spot teas is from day to day and for actual wants partly because it has been that way all the season, and partly because of the approach of the new season. The season for new Japan teas has opened during the week, on a basis for high grade teas from  $\frac{1}{2}$  to 1 cent below last year. This seems to be at least in part due to the lack of interest on the part of American buyers.

## Coffee

The coffee market shows no change for the week, but the feeling is stronger. The figures covering the world's visible supply have come out, showing a much greater reduction since the last report than was expected. The demand for coffee is fair, and the situation from the standpoint of the holders of coffee is somewhat improved. Mild coffees are also slightly firmer and in moderate demand. Java and Mocha unchanged and quiet.

## Sugar.

The sugar market has shown some flurries during the week. The Federal refinery has dropped its price 10 points, which means 4.10 cents for granulated. Other refiners have not yet followed, and the nominal price is 4.30, although some will sell at 4.20. The Federal is reported to have made its low price in order to move its stock. The demand for refined sugar is fair.

## Syrup and Molasses.

Glucose is unchanged and dull. Compound syrup shows no change for the week and demand is light. Sugar syrup dull at ruling prices, molasses ditto.

## Fish.

There has been no change in mackerel during the week. While the demand is still small there is a rather better feeling as to price because stocks on this side are not heavy and will not be increased at present, as no importer wishes to bring stock over until the tariff uncertainty is settled. Cod, hake and haddock are all dull at unchanged prices. Imported sardines are quiet, and as to the French brands very firm. This market also is being affected by the prospective

tariff changes. Domestic sardines quiet at ruling prices. Salmon of all grades only moderately active at unchanged prices.

## Canned Goods.

Tomatoes are weaker, due apparently not so much to excessive stocks as to lack of demand. Stocks in packers' hands are assuredly not heavy, but the trade seem not much interested in tomatoes at any price. Sales have been made during the week at  $77\frac{1}{2}$  cents delivered for No. 3 standards, which is a decline of  $2\frac{1}{2}$  cents. Other sales have been reported at  $2\frac{1}{2}$  cents below even this, but there is some doubt whether these are full standards or not. Future tomatoes are dull at unchanged prices. Corn and peas are dull and unchanged, both spot and futures. Apples in fair demand at unchanged prices. California canned goods on spot show the ordinary season's demand without change in price. Some sales of futures have been made by the single packer who up to this time has named prices. Small Eastern staple canned goods are unchanged and in ordinary seasonable demand.

## Dried Fruits.

Prunes are a trifle firmer, but not quotably higher for the week. The demand is fair. Peaches and apricots are in light demand at unchanged and steady prices. Raisins are about unchanged, prices on seeded goods being much firmer on the coast than they are in the East. Eastern markets are about  $\frac{1}{2}$  cent below the coast. Currants unchanged and in fair seasonable demand.

## Beans and Peas.

Domestic pea beans are firm and higher. The quotation on spot in a large way is \$2.35 to \$2.40, with the quotation \$2.45 to come forward. Marrows are still \$3.75 in a large way. The demand for beans is fair. California limas are moderately active at ruling prices. Green and Scotch peas are unchanged and quiet.

## Butter.

The receipts of all grades of butter show considerable increase and the market is steady at a decline of 2 cents per pound. The demand has responded to the decline and

shows improvement. The market is steady at present prices. The production will show still further increase and as it increases prices will probably show still further decline.

## Eggs.

The consumptive demand for eggs continues very good, and there is still active speculative demand. The stock arriving shows good quality and the market is steady at a decline of  $\frac{1}{2}$  cent. If there is any change within the next few weeks it will likely be a decline.

## Cheese.

The consumptive demand for cheese is increasing somewhat. There is still some old cheese in market, selling at unchanged prices. New cheese is commencing to arrive in greater volume, and shows fair and gradually improving quality for so early in the season. It is still selling, however, at 3 cents under the old cheese. There is likely to be an increased consumption as the make increases, and the outlook is for a decline soon.

## Provisions.

All cuts of smoked meats show an increased consumptive demand at unchanged prices. Both pure and compound lard are stationary and unchanged, with fair consumptive demand. Dried beef and canned meats are firm and unchanged.

## INDIVIDUAL MARKET REPORTS.

### INDIVIDUAL MARKET REPORTS.

#### Standard Canned Goods.

There was an increase last week in the buying of tomatoes for future delivery, but it was not a widely distributed movement such as usually begins at this time in the spring and continues until the canning season opens in August. Some markets began to buy futures in January in a small way, and they have since duplicated their orders, but the total volume of the sales up to date is very much less than it was up to the same date last year. The canners feel that the market prices have reached the point where they cannot make any profit on the goods, and they are inclined to go slow on futures. There are always some sellers in sight, it is true, but the buyers should feel pretty sure that the man behind his contract is able to stand a loss and make good should the market go against him.

The buying of spot tomatoes last week was fairly active, and the sale totaled a respectable amount, but there was no snap or ginger to it. It was the same character of buying that has prevailed here during the last six or eight weeks. It had had one good result, anyway, this dullness in the market, if it don't help in other ways, and that is, it has made the growers realize the folly of demanding such high price for the coming crop, and they are now accepting normal prices. Well selected brands of choice quality spot tomatoes bought at to-day's prices are safe property to own.

In the other lines of vegetable the market was dull and easy last week, with the exception of sweet potatoes, which were active and advanced from the low prices prevailing during the last month. At this time they look like going higher. The new spring crop of spinach is arriving, but it costs too much for canning purposes. This week probably shipments can be made out of the new pack. No changes in any other lines of vegetables. Some good trades are offered in spot peas.

The new pack of pineapples is attracting additional orders for prompt shipment, usually in small lots to start the season, and the canners anticipate a lively business in them for May and June shipments. Blackberries went a-begging when a sudden demand quickly sent them from 60 up to 70 cent a dozen when it was discovered that the stocks on hand were small comparatively instead of being large. That is the case with all kinds of canned fruits here without any exception. There was some buying of peaches last week and no one packer has a full assortment of them on hand. There is no buying of "future" fruits in this market as yet.

Further large buying of cow oysters caused higher prices again last week, and they continue to look stronger ahead. Keep yourself in a comfortable position on cow oysters until next fall.

THOS. J. MEEHAN & Co.  
Baltimore, Md.

#### Imported Fish Specialties.

Mackerel.—There is a somewhat better demand for Norway mackerel, but prices are low and unsatisfactory.

Imported sardines continue to sell very well. In France the situation is still unchanged. The factories are still closed, as no arrangement has been reached as yet with the fishermen. They are hard at it in France, and we hope to receive a cable at any moment.



advising us that the difficulty has been settled. We just received cables from Portugal advancing the prices on sardines. No reasons are given, but evidently the fishing is poor or the cost of production has increased. They are having quite some trouble with their workmen in Portugal, as they demand an increase in their wages. In Norway the fishing is to start about the middle of this month, and we hope it will be very good, as the sardines are badly needed, stocks being exhausted.

STROHMEYER & ARPE Co.  
New York.

#### Spices.

The market continues quite active. There is little to say relative to the tariff matter; the bill has been passed by the House, but the final fight will be in the Senate. As stated previously, it looks as though duty is most likely.

Pepper.—Prices in Europe and the East have advanced. At this writing the market is unusually strong, and prices have advanced today. White peppers are also higher in price.

Cassias.—All grades unchanged. Demand fair.

Gingers steady and present prices to be considered safe.

Tapiocas quiet during the week with slightly lower prices.

Seeds, Herbs, Etc.—No special features to report. Celery, caraway and poppy in usual demand at unchanged prices.

McCORMICK & Co.  
Baltimore, Md.

#### MARKET NOTES.

New potatoes keep up very well. Floridas are worth \$4.75, and Charlesons \$4 to \$4.25. Beradas are done.

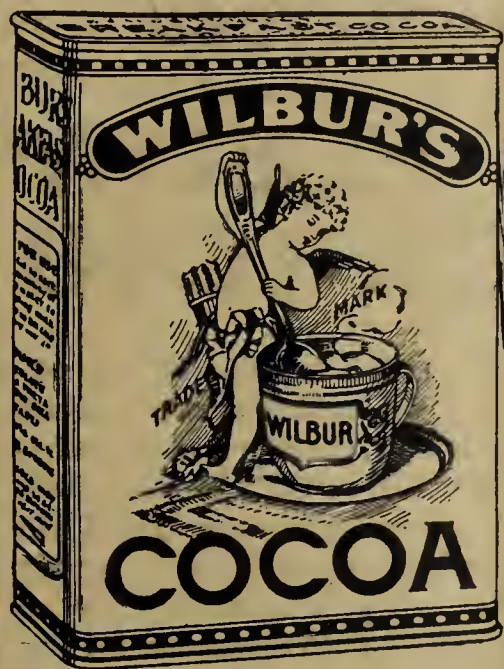
Florida tomatoes are comparatively high—\$3.50 for not very good fruit. Fancy tomatoes are very scarce, as are good hothouse fruit.

Asparagus is cheaper than for a long time. Cannerymen have been buying largely during the week at 10 cents. The regular jobbing range is 10 to 25 cents. All the stock on the market to-day is from nearby points; quality good.

The first Florida peaches reached northern markets on May 10th last year. They should be along soon.

Eastern Shore peas range from \$2.50 to \$3 per one-third barrel basket and are in fair demand.

The first Florida watermelons are in market and range from \$1.50 to \$2 each. The quality is good and the demand is very light.



## TRY IT YOURSELF

Make yourself a cup of WILBUR'S COCOA and as soon as you taste it you'll know why it's such a **BIG SELLER**. It has the **FLAVOR** because it is made from a skillful blend of the **FINEST SELECTED** cocoa beans.

There are many grades and kinds of cocoa beans, and the flavor of prepared cocoa depends upon expert knowledge in selecting and blending them. Cocoa that's made from poor quality cocoa beans, even though it may be "pure cocoa," doesn't taste like WILBUR'S COCOA. Your customers will appreciate the fine flavor of WILBUR'S COCOA; they will **USE IT MORE OFTEN** than they would use an inferior cocoa, so you'll sell more.

Beside the satisfaction to your customers it will pay you to push the sales of WILBUR'S COCOA because it pays you a splendid profit.

## H. O. WILBUR & SONS, Inc.

PHILADELPHIA



#### WHAT TO TELL CUSTOMERS

"Try WILBUR'S COCOA this time. It's not only **PURE** but it's also the **FINEST QUALITY** that can be made, and has the most delicious **FLAVOR** you ever tasted."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



We'll Help You Sell

*Freihofer's*

## EGG ELBOW MACARONI



We have just prepared this beautiful life-size cut-out, handsomely lithographed in four colors on stiff cardboard, 36 inches high, showing a grocer offering his customers FREIHOFFER'S MACARONI. It's a strikingly handsome advertisement and will make sales if placed on your counter or in your window. If you're going to push the sale of FREIHOFFER'S MACARONI write us for this cut-out. Only a limited number to be given out, so let us hear from you soon. You want to push

the sale of FREIHOFFER'S EGG ELBOW MACARONI because it will lead to sales of FREIHOFFER'S NOODLES, SPAGHETTI and PASTELS—all clean, American-made goods that will please your customers and pay you good profits.

**Freihofer Baking Company**  
PHILADELPHIA



### THE NEW YORK LETTER.

(Continued from page 14)

unsettled. Offerings of Maryland No. 3s at 77½ cents are getting more numerous, although most of the holders are still asking 80 cents for strictly standard stock. The offerings even at 75 cents are plentiful, but brokers say that these supplies are not really up to standard; that the goods are light colored or short in weight or the cans rusted. Spot corn is moving steadily on small orders at the present low level of prices. It is said that desirable lots of supplies at inside prices are now getting into small compass. There is little demand for peas but prices are firm as a result of the unfavorable crop outlook in the West.

Canned fruits are moving slowly but prices are firm as the stocks in first hands have been almost cleaned up and those in second hands do not seem to be excessive.

The demand for California dried prunes, even in the large sizes, is not active; yet it is sufficient in view of the present restricted supply to give a firm tone to the market. Quotations of 40s in a jobbing way range from 8¾ to 9¼ cents. Spot 50s range from 6¼ to 7 cents. In both grades the trend seems toward the higher quotations. The 60s are now getting a little more attention and are bringing from 5 to 5¼ cents on the spot. The export demand is said to be increasing. Apricots are fairly active for prompt delivery at firm prices. Peaches are selling in a jobbing way at firm prices as supplies are believed to be within a narrow compass. Spot currants are selling slowly at steady prices.

Domestic sardines are easier. The principal packing interests have announced a reduction of prices to the basis of \$2.10 f. o. b. Eastport for keyless quarter oils and \$2.75 for key opening cans, with proportionate reductions in other kinds. These prices are offered subject to confirmation.

Flour is slightly easier. The decline in wheat has made most of the millers more inclined to shade prices. Some of the mills, however, are not at all inclined to follow the decline in wheat with any concessions. A number are offering spring wheat patents in jute at \$4.50. As there is no urgent demand from the country, buyers are not eager to make terms.

Butter is selling fairly well. The quality of the arrivals is irregular

**EVERYBODY NEEDS**



**MASON'S SHOE DRESSING**

**Mason's White Dressing for White Shoes**  
**Mason's Tan Combination for Tan Shoes**

give you the unusual combination of BIG SALES with BIG PROFITS. White Shoes and Tan Shoes are becoming more popular all the time, and the sale of dressings is, therefore, increasing. MASON'S DRESSINGS meet the public demand because they give satisfaction; they pay you 75% PROFIT.

WARNING:—Don't be persuaded to handle other dressings that will stick on your shelves. The people want MASON'S DRESSINGS, will buy them quickly, and you'll make your profit. That's what you want.

**JAS. S. MASON COMPANY**

138-140 North Front Street

PHILADELPHIA

#### WHAT TO TELL CUSTOMERS

"These are the genuine MASON'S SHOE DRESSINGS, the kind that leading city shoe stores sell because they are BEST."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants





and complaints are common. Receivers make concessions in prices to move supplies that are a little off the standard. The fresh creamery extras are sold at 28½ to 29 cents; firsts at 27½ to 28 cents; seconds at 26 to 27 cents. The strictly fancy grades are steady, but the other grades show weakness. The best grades of process butter are sold at 27 to 28 cents and the lower grades are practically out of the market.

Arrivals of eggs continue liberal with a large proportion going directly into storage. The prices are steady. Much of the stock that is offered is defective. The best grades of fresh Western eggs range from 19 to 22 cents, including those packed for storage, the latter being noted at 20 to 21 cents. The best of the nearby eggs bring as much as 23 cents.

FRED. A. MCGILL.

The Georgia peach crop is about 500 cars this year, which is about half of last year. Delaware expects to have a fair crop.

#### An Official Definition of Graham Flour.

The Bureau of Chemistry of the United States Department of Agriculture has been conducting an investigation of graham flour, concerning which product there is great confusion in the milling trade, with the idea of establishing certain standards with which all graham flours shall comply. Statements made by many millers show that a very large percentage of the so-called graham flours on the market are mixed products, or imitations made from feed bran, together with low grade flour, 8 or 10 per cent. cracker flour, and in many instances contain the sweepings from the mill. True graham flour, according to Bulletin 164, just issued by the Bureau, is "unbolted wheat meal made from sound, clean, fully matured, air-dried wheat." This may also be called "whole wheat flour," or "entire wheat flour." Mixtures, or flours from which part of the bran has been removed, should be labeled imitation graham flours.

North Carolina strawberries are about done; the range is 8 to 10 cents. Virginia strawberries range from 10 to 12 cents and Eastern shores 12 to 16 cents. The demand is good.



## THROW AWAY THE SCOOP!

You don't need it to sell ARGO STARCH. ARGO STARCH in its neat carton is ready for you to hand out to customers without scooping, weighing, wrapping or tying. This saves time and bother and gives you a profit that is NET profit because there is no loss from overweight, no cost for labor, bags or time.



ARGO STARCH is *clean, pure and white* and starches clothes a pure *white*. This makes it please the consumer so it sells steadily everywhere. You don't really *want* to bother with selling bulk starch and your customers would much rather buy ARGO STARCH, so you can easily secure increased sales if you keep it well displayed at all times.

## Corn Products Refining Company NEW YORK



### WHAT TO TELL CUSTOMERS

"If you'll try ARGO STARCH you'll find it very satisfactory; the carton keeps it clean, and so it starches your clothes a pure white."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



# NEW PENNSYLVANIA FOOD AND DRINK BILLS BOTH DEFEATED ON FINAL PASSAGE BUT REVIVED AND ARE NOW ON POSTPONED CALENDAR.

(Continued from page 17.)

added substances deleterious to health. Provided, however, that fruit syrups, as permitted by the act approved April 26, 1905, shall be exempt from the provisions of this act.

Sec. 4. The bottles or other containers in which a non-alcoholic drink is packed for retail, shall be plainly labeled or branded with a statement of the name of the non-alcoholic drink. Provided, that ginger ale, in the preparation of which capsicum or any capsicum product has been used, shall be labeled "GINGER ALE WITH CAPSICUM."

Sec. 5. That for the purpose of this act a non-alcoholic drink shall be deemed to be misbranded,

First.—If it be an imitation or offered for sale under the distinctive name of another article, or if it is colored or flavored in imitation of the genuine color or flavor of another substance.

Second.—If it be labeled or branded or tagged so as to deceive or mislead the purchaser.

Third.—If the bottle or receptacle containing it or its label shall bear any statement, design or device regarding the ingredients or the substances contained therein, which statement, design or device shall be false or misleading in any particular.

Sec. 6. When the Dairy and Food Commissioner, or his agent, shall obtain an article of non-alcoholic drink, or a sample or portion thereof, from any person for the purpose of determining whether the same is adulterated or misbranded within the meaning of this act, and it shall be found that the said article of non-alcoholic drink is adulterated or misbranded within the meaning of this act, then the Dairy and Food Commissioner shall proceed against the said person from whose store, warehouse or other place of business said article, sample or portion thereof shall have been obtained, for a violation of the provisions of this act.

But no prosecution shall be sustained under the provisions of this act against a retail dealer for the selling, offering for sale, exposing for sale or having in possession with intent to sell of any adulterated or misbranded article of non-alcoholic drink as defined herein if the retail dealer from whom the said article of non-alcoholic drink, sample or portion thereof was obtained by the Dairy and Food Commissioner or his agent, can establish a guaranty signed by the manufacturer or wholesale dealer or jobber or distributor, residing in the United States, from whom such article of non-alcoholic drink was purchased or procured, to the effect that the same is not adulterated or misbranded within the meaning of this act, designating it.

Said guaranty, to afford protection, shall contain the name and address of the manufacturer or wholesale dealer or jobber or distributor making the sale of such article of non-alcoholic drink to such retailer, and shall be in the following language:—

"I (or we).....(name of the guarantor), the vendor of the article of non-alcoholic drink mentioned in the foregoing invoice, do hereby guarantee and warrant that none of said articles of non-alcoholic drink are adulterated or misbranded within the meaning of the act of the General Assembly of

Pennsylvania, known as the Non-Alcoholic Drink Act of 1913."

(Signature) .....

(Address) .....

In such case the said manufacturer or wholesale dealer or jobber or distributor, so as aforesaid, giving such guaranty shall be amenable to the prosecution, fines and other penalties which would attach in due course to the retailer holding such guaranty for violation hereof, of this act for violation hereof, and every manufacturer or wholesale dealer or jobber or distributor giving a guaranty under the provisions of this act shall be held responsible, and shall be proceeded against for the adulteration or misbranding of any article of non-alcoholic drink sold under said guaranty, and shall be subject to the penalties for the violation of the provisions of this act. No such guaranty shall operate as a defense to prosecution for a violation of the provisions of this act if the retailer holding such guaranty shall continue to sell the same article of non-alcoholic drink after written or printed notice from the Dairy and Food Commissioner, or his agent, that such article is adulterated or misbranded within the meaning of this act.

Whenever it shall appear that any jobber, wholesaler or dealer has had or has in his possession with intent to sell any goods which are adulterated or misbranded within the meaning of this act, and which goods were manufactured in or shipped from another State into the State of Pennsylvania and sold under a guarantee of the non-resident manufacturer or dealer, the Dairy and Food Commissioner shall certify all the facts and findings in such cases to the Secretary of Agriculture at Washington, D. C., in accordance with the Act of Congress approved June 30, 1906.

It shall be the duty of any person claiming immunity from conviction by reason of a guaranty of any adulterated or misbranded article of non-alcoholic drink sold, offered for sale, exposed for sale or had in possession with intent to sell, to produce said guaranty for inspection upon being notified that any such article of non-alcoholic drink is adulterated or misbranded within the meaning of this act, and failure or refusal to so produce said guaranty shall subject such person to prosecution and conviction for a violation of the provisions of this act, the same as though he had no such guaranty.

Sec. 7. That any person who shall violate any of the provisions of this act shall be guilty of a misdemeanor, and upon conviction thereof shall be sentenced to pay a fine of not less than \$25 nor more than \$100, or to undergo an imprisonment of not more than sixty days, or both or either, at the discretion of the court.

Sec. 8. The Dairy and Food Commissioner shall be charged with the enforcement of the provisions of this act.

Sec. 9. All fines and penalties imposed and recovered for any violation of any of the provisions of this act shall be paid to the Dairy and Food Commissioner or his agent, and when so collected and paid shall thereafter be by the Dairy and Food Commissioner paid into the State Treasury for the use of the Commonwealth.

Sec. 10. That the Act of Assembly entitled "An Act relating to non-alcoholic drinks, defining the same and prohibiting the manufacture, sale, offering for sale, exposing for sale or having in possession with intent to sell, of any adul-

terated or misbranded non-alcoholic drinks, and providing penalties for the violation thereof, and providing for the enforcement thereof," approved the 11th day of March, A. D. 1909, be, and the same is hereby repealed.

The bill for the attachment of wages, House Bill 1,614, fathered by the Pennsylvania Retail Merchants' Association, came up in the House during the week on second reading. It was amended and adopted in the following form:—

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That from and after the passage of this act, whenever a judgment is obtained in any court of record or before an alderman, magistrate or justice of the peace upon a contract for furnishing the necessities of life, and the defendant is a laborer or person engaged in public or private employment, the wages of such laborer or the salary of such person shall be subject to attachment in the hands of the employer.

Sec. 2. When an attachment execution is issued upon such judgment and wages or salary are attached in the hands of the employee, if the amount in the hands of the employer shall be less than the amount of exemption allowed the defendant by law, the debtor shall be entitled in his claim for exemption to a sum amounting to 90 per centum and no more of the money so attached. No deduction from the fund attached shall be permitted for costs, but said costs shall be paid by the attaching creditor.

Sec. 3. No attachment shall issue or be levied under this act unless and until the debtor has been given thirty days' previous notice by registered mail at his last known address of the intention to issue such writ and shall have failed within said period of thirty days to adjust such judgment to the satisfaction of his creditor.

Sec. 4. The provisions of this act shall only apply to judgments secured upon contracts for the necessities of life furnished after the passage of this act.

Sec. 5. All acts or parts of acts supplied hereby or inconsistent herewith be, and the same are hereby repealed.

The president of the State Association, Mr. O'Neill, spent several days of the week in Harrisburg working for the bill, but found it hard work. Members reported to him that they had seen no evidence of any demand for the bill, as none of their constituents had asked them to vote for it.

On Wednesday last the Governor granted a hearing to persons interested in the cold storage bill, which as reported in these letters, has passed both Houses and now awaits his signature. The Dairy and Food Department had its chief counsel, A. H. Woodward, present to talk for the bill, while opposing it were John P. Connelly, Philadel-

phia; John J. McDonald, Philadelphia; Frank R. Shattuck, Philadelphia; C. I. Freeman, general superintendent of the Pittsburgh Terminal Warehouse and Transfer Co.; Robert Hayes, representing the Fox River Butter Co., and S. B. Charters, the largest retail dealer in Pittsburgh.

The Food Department took the position that the bill was needed to enable some sort of supervision over cold storage foods. He argued that it was fair alike to foods stored in the State and to foods stored outside the State—both would have to be branded with the date of storing. The other speakers objected to the bill chiefly because it was too severe. They said it would drive the cold storage food business to other States. The Governor gave no sign as to his feeling, but he is expected to sign the bill.

The bill making it a misdemeanor to make or use a false statement or statements in writing for the purpose of obtaining property, money, credit or the extension of credit was signed by the Governor on Thursday.

The Senate has passed on third reading the bill relieving concerns who pay a capital stock tax, like corporations and joint stock companies, from paying a mercantile tax. The bill next goes to the House. Its text is as follows:—

## AN ACT

To relieve from the payment of mercantile license taxes corporations, joint stock associations and limited partnerships doing business as wholesale or retail distributors or vendors of merchandise who pay to the Commonwealth a tax upon their capital stock.

Whereas, Corporations, joint stock associations and limited partnerships engaged in business in Pennsylvania as wholesale or retail distributors or vendors of merchandise, are required under the revenue laws thereof to pay to the Commonwealth a 5 mill tax on their capital stock employed therein, and also to pay the Commonwealth a mercantile license under the act entitled "An Act to provide revenue by imposing a mercantile license on vendors of or dealers in goods, wares and merchandise, and providing for the collection of the same," approved the second day of May, A. D. 1899; and

Whereas, the license thus exacted amounts to a double taxation and is oppressive, being also a discrimination against such wholesale and retail dealers or vendors who have to come in competition with the dealers and vendors from this State who do not pay the double tax and from dealers and vendors of States that sell through soliciting agents, catalogues, etc., and from whom no license can be exacted; therefore

Section 1. Be it enacted by the Senate and House of Representa-



tives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That from and after the passage of this act corporations, joint stock associations and limited partnerships conducting business in Pennsylvania as wholesale or retail dealers or vendors of merchandise, who pay to the Commonwealth a tax on their capital stock employed therein, be, and the same are hereby relieved from the payment of mercantile license, and for the year 1913 and each subsequent year thereafter they shall not be required to make the returns and be rated by the mercantile appraisers as now required by law.

Sec. 2. All acts or parts of acts inconsistent herewith be, and the same are hereby repealed.

The House killed on final passage House Bill 1,085, which would have given agents of the State Livestock Board an enlarged power of inspection of all places where meats and meat food products were sold.

R. C.

**Decision in the Wisconsin Karo Case.**

A suit to enjoin the Kansas Board of Health from enforcing its regulations regarding labels on cans of table syrup has been filed at Topeka, Kan., by the Corn Products Co., of New York City. The company labels its product in conformity with the Federal pure food regulations. The Kansas law requires all foods composed of two or more ingredients to be labeled as a compound with the per cent. of each ingredient shown. This, it is contended by the Corn Products Co., is an interference with the interstate commerce law and would divulge trade secrets of great value.

**Meat Consumers' Ignorance Forces Prices Up.**

A large majority of meat consumers have no knowledge whatever of the proportions of lean meat and fat and bone which various cuts of beef contain, but make their selections of meat solely according to habit or fancy. In fact, but little accurate data along this line have hitherto been available to those who wished to buy meats on a rational basis. As a result a few well-known cuts are greatly in demand, and the remainder of the carcass is a "drug on the market." To such an extreme has this condition developed that a portion of the carcass (loins and ribs), forming only about one-fourth of its weight, represents nearly one-half of its retail cost.



## Fifty-six Years of Continued Endorsement by the Consuming Public

BORDEN'S EAGLE BRAND CONDENSED MILK has been famous since 1857 for its QUALITY, ABSOLUTE PURITY and CONVENIENCE to the housewife. Its popularity has never waned, and the prestige enjoyed by the quality and purity which has been maintained through all these years, coupled with the heavy advertising, is a constant stimulus for increasing sales. You will find BORDEN'S BRANDS easiest to sell and the most satisfactory to your customers. All of BORDEN'S BRANDS, both sweetened and unsweetened, are made from the highest grade raw milk by the most modern method of manufacture, and are guaranteed ABSOLUTELY PURE.

BORDEN'S EAGLE BRAND CONDENSED MILK is an *ideal infant food*, being rapidly and completely digested by the delicate infant stomach, and affords the greatest amount of nourishment with the least amount of work. It has furnished rosy health to more babies than all the other infant foods combined. Mention this important fact to your customers who have babies, impressing upon them at the same time that EAGLE BRAND CONDENSED MILK has no superior for table and general household purposes. BORDEN'S PEERLESS BRAND EVAPORATED MILK is extensively used for cooking for whatever purpose ordinary milk would be employed. Display BORDEN'S BRANDS on your counters and you will be sure of STEADY SALES and SATISFIED CUSTOMERS.

## Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857

NEW YORK



### WHAT TO TELL CUSTOMERS

"We always like to sell BORDEN'S BRANDS because we never have any complaints about them. We guarantee every can but nobody ever wants their money back."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants





We would be pleased to have for publication in this column the ideas of our readers upon trade topics it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

#### Canned Goods Packers Establish Their Own Laboratory.

Washington, D. C., May 5, 1913.  
To the Editor.

Dear Sir:—The National Canners' Association announces the organization of its large laboratories. The personnel is as follows:

Chief Chemist, Dr. W. D. Bigelow, now Assistant Chief of the Bureau of Chemistry, Department of Agriculture, and member of the Board of Food and Drug Inspection, Washington, D. C.

Chief Bacteriologist, Dr. A. W. Bitting, now Food Technologist, Department of Agriculture.

The association has rented the property at 1739 H street, N. W., Washington, D. C., and the same is now being fitted up for laboratory purposes.

The Chief Chemist will be in active charge on or about June 1, 1913, and the Chief Bacteriologist, who is now in California, will take charge of his department as soon as the Government work in which he is now engaged is finished.



### Go to Baltimore June 8th to 13th

During the second week in June, 10,000 advertising and business men will be the guests of Baltimore.

At a series of open meetings, covering nearly a week, the great problems of advertising and selling will be discussed by the most progressive and successful business men in America. All the marketing and merchandising problems which manufacturers have to meet will be discussed by men who have met them and solved them.

These problems are your problems; these men are those who can help you by telling what they have done and how they have done it. The occasion is the ninth

### Annual Convention of the Associated Advertising Clubs

of America. Delegates and members from 135 advertising clubs in every part of the United States and Canada will be there—every section—every business interest—every phase of industrial activity will be represented.

Plan now to attend this convention; it is not necessary that you be a club member—Baltimore will welcome every business man with open arms and show him that cordial, generous hospitality for which she is famous.

No matter how little or how much advertising you may do or are thinking of doing, this Convention will be the biggest business help that has ever been placed at your disposal. Your line of business, your kind of advertising and other problems, will be discussed by men who know.

If you cannot come yourself, send the man who is responsible for your advertising. Full particulars as to the program, rates for accommodations, etc., will be furnished by

**Associated Advertising Clubs of America**  
Convention Bureau  
1 North Calvert Street, Baltimore, Md.

The chemical laboratories should be in operation at the latest by August 1, 1913, although if the present active progress is maintained it is hoped to have the same in advance of that time.

The laboratories will be financed in the following manner:—

The laboratory will, in every respect, be equal to that of the United States Government laboratories and will cost at least \$10,000. It has been donated by the American Can Co.

The American Can Co. and the Continental Can Co. have jointly agreed to contribute yearly for a period of three years to the maintenance of the laboratories, in the proportion to two to one, an equal amount to that raised by the members of the National Canners' Association.

In addition to this the following subscriptions have been made:—

American Sheet and Tin Plate Co., Pittsburgh, \$2,500 per year for 3 years.

The John Boyle Co., Baltimore, \$300 per year for 3 years.

Southern Can Co., Baltimore, \$300 per year for 3 years.

W. W. Boyer & Co., Baltimore, \$200 per year for 3 years.

The research work of the laboratories will cost approximately \$32,000 per year. It is expected that the commercial branch of the laboratories will be about self-sustaining. While the principal object of these laboratories is research work, to benefit the canning industry, it is proposed to officer and maintain a commercial branch, which is intended to meet every consistent need of the canners and will be developed as rapidly as possible.

The Committee on Scientific Research of the National Canners' Association will adopt suitable regulations governing this work and also establish a schedule of fees for work done for individual canners. This committee will determine the problems to be investigated by the Research Laboratories.

It is unnecessary to dwell upon the advantages that will accrue to the industry if these laboratories receive the united support of all of its members.

The personnel of those having active charge of the laboratories will insure their success and incidentally satisfy the consuming public that the members of the National Canners' Association are making every effort to deserve fullest confidence.

The canning industry, so far as we know, is the only one that has established research work for the general good of all and this step we believe will do a great deal toward establishing and maintaining the complete confidence of the public, which ought to be very much larger consumers of canned foods.

Yours very truly,

FRANK E. GORRELL,  
Secretary National Canners' Association.

#### Standing of Grocery Stores in North Dakota.

Fargo, N. D., May 1, 1913.  
To the Editor.

Dear Sir:—During the year of 1912, 775 inspections of grocery stores were made, and the score for the same reported to this Department. The detailed results are given in Special Bulletin No. 13 for February. Summarizing, our results are as follows:—

Number of grocery stores inspected .....	775
Highest score .....	100
Lowest score .....	47
Mean score .....	89.6

It will thus be seen that the average score for groceries in North Dakota is well above 85, showing a marked improvement in the sanitary condition of the grocery stores during the past year. There are still a few whose stores are not in proper sanitary condition, but it is hoped that during the year improvements will be made so that no score shall be below 70. Any store scoring below 85 cannot be expected to be in proper sanitary condition.

Proprietors of grocery stores might make improvements for their own benefit which would increase their trade if they would rearrange some of the open stock, covering it properly with glass to protect it from dust and insects; or raising all vegetables and other products sufficiently high from the floor so that there could be no need for contamination; and all this would be at a very little cost. They would find also that the trade would appreciate such improvements and comment favorably upon the same.

E. F. LADD,

Dairy and Food Commissioner

Rhubarb is cheap, and ranges from 1½ to 2 cents per bunch

### Baker's Cocoa and Chocolate Preparations are Standard



Registered  
U. S. Pat. Off.

being absolutely pure  
fulfilling ALL THE  
REQUIREMENTS of  
the Pure Food Law  
Grocers assume no risk  
in handling these goods  
as the demand for them  
is constant.

MADE ONLY BY  
**Walter Baker & Co. Ltd**  
Established 1780  
DORCHESTER, MASS.



## The Moving Picture Theatres

Are now showing the making of

### Instant Postum, Grape-Nuts and Post Toasties

They vividly show the actual processes; and are bound to create new interest, and greater consumption of these already famous pure foods.

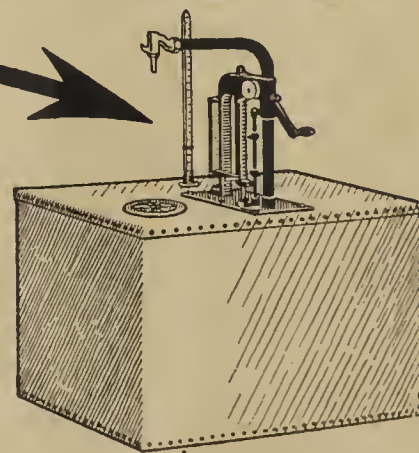
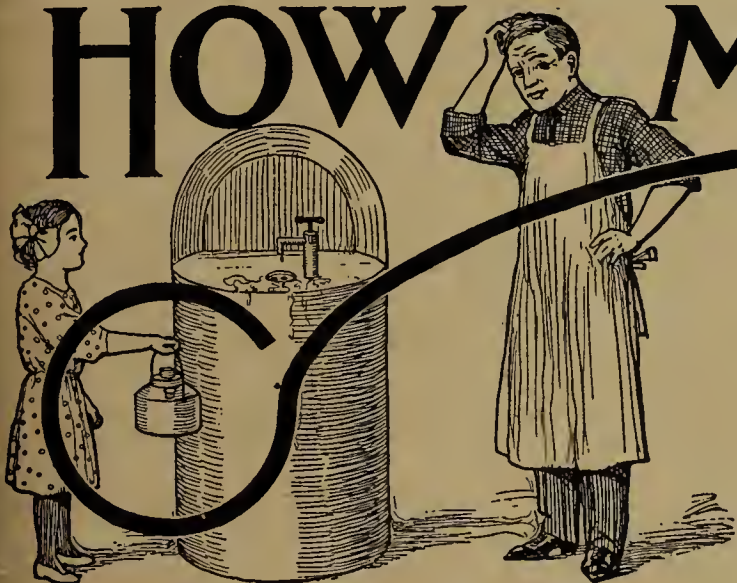
New consumers mean increased sales and more good, clean profit for grocers all along the line.

Be sure to see these Moving Pictures when they are shown in your town and keep well stocked to meet the demand for Postum, Grape-Nuts and Toasties.

Remember, the sale of every package is guaranteed!

Postum Cereal Co., Ltd., Battle Creek, Mich.

# HOW MUCH SHOULD you charge her?



When customers want you to fill odd measures with oil you don't know exactly what to charge unless you have a

## Bowser Self-Measuring Oil Tank

You may guess *high* and lose their *trade* or guess *low* and lose *your profit*. Get a BOWSER OUTFIT and cut out the guesswork. Make a profit every time you sell oil; have a clean store; avoid loss of oil and damage to other goods; "Cut out the dripping and keep all the profits." The BOWSER OUTFIT is equipped with a float gauge which shows how much oil you sell and how much is left in your tank. It is in plain sight and can be read 20 feet away from the tank. It also has an automatic cut-off that stops the flow of oil as soon as you cease to pump and *prevents* dripping. Send a postal card for our *FREE BOOK* telling how to *MAKE MONEY* out of oil.

**S. F. BOWSER & CO., Inc., Home Plant and General Offices, Box 2077, FT. WAYNE, IND., U. S. A.**

*Sales offices in all centers and representatives everywhere*

Original Patentees and Manufacturers of Standard Self-Measuring, Hand and Power Driven Pumps, Large and Small Tanks, Gasolene and Oil Storage and Distributing Systems, Self-Registering Pipe Line Measures, Oil Filtering and Circulating Systems, Dry Cleaner's Systems, Etc.

**ESTABLISHED 1885**





### CCVI.—Law About Two More Provisions Which Are Probably in Every Fire Insurance Policy.

If there is one point which I have dwelt upon and emphasized more than another in these articles, it is that the average fire insurance policy is full of provisions which if not complied with, will forfeit all right to insurance money if a fire occurs. I have said once, and I say again, that the average business man who carries insurance never reads and fully understands his policy, although it is his contract with the insurance company, and upon literal compliance with it depends absolutely his chance of recovering his losses if anything happens.

In the last article I discussed three provisions which are now contained in practically every fire insurance policy, as nearly all companies, no matter where situated or whether large or small, are now using what is known as the uniform policy.

In this article I want to discuss two other provisions, which doubtless every reader hereof will find in his policy. These have recently been discussed and construed by the courts. The first usually appears as Provision 8:—

VIII. This company shall not be liable for loss.....if the assured shall keep or use, or permit to be kept or used on the premises.....gasoline,.....without written consent in this policy, and if so kept or used on the premises by the assured, without consent indorsed hereon, this policy shall be void.

The second is usually Provision No. 9:—

IX. The working of carpenters, roofers, tinsmiths, gas fitters, plumbers, or other mechanics, in building, altering or repairing the premises named in this policy, will void the policy, unless permission for such work be indorsed in writing hereon.

Sometimes this provision forbids having workmen about more than a certain number of days.

The insurance companies had some reason for inserting these provisions. These are not there solely as traps for the unwary, although they act many times as

traps. The reason is that proper protection to the company demands that the risk of fire insurance should not be increased *after* the policy is issued. In other words, the company issues its policy upon the condition existing at the time; it would not be fair to subsequently introduce another and much more dangerous condition, increasing without the company's knowledge, the company's chance to lose. Gasoline and carpenters are both more or less uncontrollable influences, and the company properly wants to know when they are to be about.

In a recent case the report, which I have before me, the policy included both of the above provisions. After a fire occurred the company refused to pay first on the ground that gasoline had been "kept or used on the premises" without the company's consent. It appeared that in preparing for the work of repainting, the old paint was softened for taking off by the use of gasoline torches. It was shown that such a torch is operated by compressed air and sends out a flame some eighteen inches in length generated by gasoline contained in a chamber of the torch. The flame is directed against the paint until it softens.

The company also refused to pay on the ground that the policy had been violated by having carpenters, etc., working about the place without its consent. As to this the facts were that the insured, the owner of the building, had had considerable repairing done. The roof had been repaired, a new floor laid, old tiling replaced with new, new plastering and papering done, the steam heating system changed, new doors installed, and some painting done. None of this work had been reported to the company, and no consent had been endorsed on the policy as provided by the second

provision which I have reproduced above.

The company lost out on both points. The following is the decision on the point about the use of gasoline:—

The torch is simply a tool which owes its efficiency to the heat it is able to supply for the purpose at hand. The fire for which recovery is here sought did not result from any explosion of the gasoline, but was caused apparently by the impact of the flame which was intended merely to burn off the paint. It is a matter of common knowledge that it is the peculiarly inflammable or explosive qualities of gasoline, which cause it to be justly regarded with suspicion, and make its use the subject of restriction in policies of insurance; but these qualities resulted in no injury in this case. The gasoline neither exploded nor took fire. The flame operated merely as it would from any outside source. It is contended, however, that the use of gasoline torches was a breach of the literal terms of the eighth condition of the policy, which prohibited the keeping or using of gasoline on the insured premises. The weight of authority is to the effect, however, that such provisions are not to be strictly construed. In considering a similar clause in a policy this court said: "What is intended to be prohibited is the habitual use of such articles, not their exceptional use upon some emergency. The strict rule claimed by defendant would prevent the insured from painting his house or cleaning his furniture, as it would be difficult to do either without using some of the prohibited articles."

This, being put in other language, means that the provision in the policy regarding gasoline does not prevent a man from using gasoline for such purposes as appeared in the above case; it is intended to prevent such acts as storing gasoline upon the premises so that its inflammability will increase the danger of fire. Had the gasoline in the torch exploded and thus caused the fire, a different question would have been presented.

The provision regarding the employment of mechanics without the company's consent probably touches the average reader hereof even more closely than the other, for repairs are constantly being made to

stores or dwellings and almost never is the company's consent obtained. If the condition here presented makes a policy void, there is hardly a business man but who has violated his policy many times over.

The court, however, says that the provision does not apply to repairs which are necessary to the proper care and preservation of the property. Its language was as follows:

"When, from the character of the building insured, and the use made of it, it is necessary to have workmen constantly engaged in repairing, in order to keep it in proper condition for the business done therein, the employment of such workmen is not a breach of the condition that 'working of carpenters,' etc., altering or repairing will vitiate the policy." The same principle is recognized in Flanders on Fire Insurance, 532, as follows: "It is not to be presumed, in the absence of any express agreement on the subject, that when the owner effects an insurance on his building he deprives himself of the right to use it in the common and ordinary mode, including the right to make all proper and reasonable repairs. These repairs, indeed, may be so extensive as to amount to an alteration, and in that case the question will be whether such alteration materially increased the risk; but the substitution of a new bulkhead for one that had become useless by decay is not an alteration; it is a repair, and not the less so because the old material is discarded, and a more durable material employed in its stead. The risk, therefore, arising from ordinary repairs is covered by a policy."

In making the contract of insurance the parties must be regarded as having had in contemplation the proper care and preservation of the premises insured.

This decision, and the one discussed in the last article, close two of the holes through which for years insurance companies have been endeavoring to crawl in order to escape liability for losses sustained by holders of their policies. The main reason they have succeeded so often is not that the holes are there, but that the holders of the policy don't know that they are there.

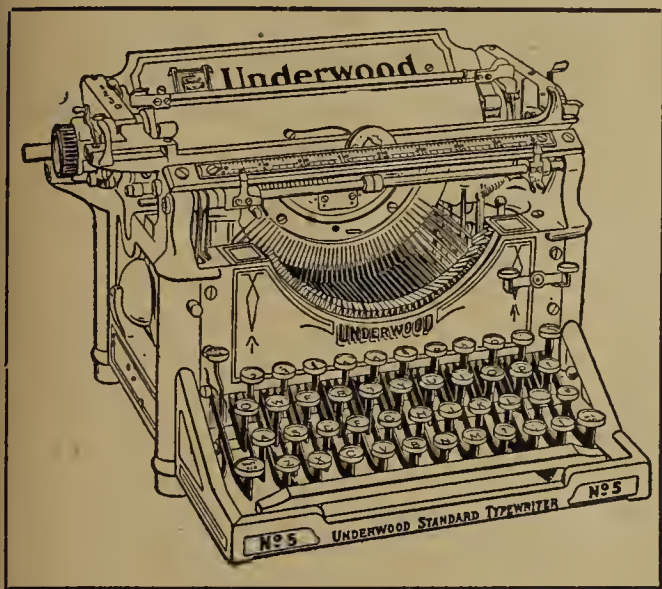
(Copyright, May, 1913, by Elton J. Buckley.)

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."



# Speed—Accuracy—Stability

These are the essential features in a typewriter, possessed *only* by the



## UNDERWOOD

*THE WORLD'S CHAMPION*

Used by every World's Champion Typist

## UNDERWOOD

Holder of every International Record for *Speed and Accuracy*

*"The Machine You Will Eventually Buy"*

### UNDERWOOD TYPEWRITER CO., Inc.

Underwood Building

NEW YORK

BRANCHES IN ALL PRINCIPAL CITIES



## You sell the standard when you sell Welch's

You also get the benefit of advertising which has already created a demand for your supply.

Your store becomes a link in the good-will chain that we have stretched across the country, because of the high quality of Welch's and by means of our continuous and widespread publicity.

Welch's advertising is cumulative in effect. Its value extends to the dealer and the consumer as well as to the manufacturer. People want

## Welch's

*"The National Drink"*

because they know that it is made from the choicest Concord grapes only. Our process of manufacture is marked by the most exacting care.

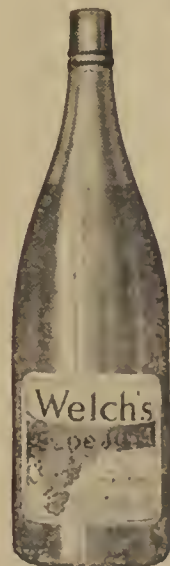
These facts have been and are being widely advertised. You get the benefit of this advertising when you order Welch's. In addition to your old customers we will send new ones to you.

There is an ever-increasing tendency to "buy Welch's by the case." You will note that our advertising this year urges this business-increaser for you.

To dealers who push Welch's, we send attractive and attention-compelling advertising matter.

*Sold by all jobbers*

### The Welch Grape Juice Co., Westfield, New York







## This Turns Waste Into Money

This is the picture of

### Schick's All Steel Baling Press

which bales waste paper so you can sell it for good money.

In the twinkling of an eye it will make up a 150-pound bale, 18 x 20 x 33 inches. The Press, a boy and a few odd minutes, are all you need.

All large merchants recognize the advantage of baling and selling their waste paper. Keeps the premises safe, often gets a lower insurance rate, and always brings more money than when it is thrown away.

Write for Catalogue P, prices and discounts.

**DAVENPORT MFG. COMPANY**  
DAVENPORT \* IOWA

## THE STROLLER'S COLUMN



### Wasn't This Great?

When I see a fellow with nerve I feel like stepping up, shaking hands with him, and handing him a piece of money. There's only one thing in the whole world that gets me more than nerve, and that's chocolate ice cream soda. For chocolate ice cream soda I will sell mamma into slavery.

By nerve I don't mean brass, understand. I mean what you might call courage.

I suppose it gets me so strong because I'm a brave man myself, though I do say it as shouldn't. I've lived with a red-headed woman as man and wife for nigh on to twentyfive years, and I can still spit on the parlor floor if I want to. I say, if I want to.

Well, all this is preliminary to handing a bouquet to a young salesman I know who had more nerve than I had and more than any other road man had—or showed, anyway—about the thing I'm going to tell.

You fellows who have been seeing salesmen for say fifteen or twenty years have seen a big change come over the road men. There was more boozing in one of the old days than there is now in three months, more smutty stories, and more sporty boys. Now-a-days it's straight business and no monkeying.

But once in a while you'll come across a case of it yet, and up to a few months ago there was one in a certain Pennsylvania town where a lot of us call every once in a while. One of my customers out there was a fellow who wasn't so much of a business man, though we were all anxious to sell him. He did a medium business and paid his bills, though he didn't discount, and often went over thirty days.

I don't know how many salesmen called on him in a week, but it didn't make any difference how many it was, the first thing he did when you went in was to throw off his apron and lead you down

the street to hit one. Where the average fellow met you with "Hello" or something like that, his hello was to take his apron off.

We had to go along, that is we thought we did, whether we wanted to drink or not, because we were all plumb cowards and afraid he'd get mad and keep his orders back.

There ain't any way to be a coward that's plumb yellower than that way, believe me. I know what I'm talking about for I did it. Many a time I've let that fellow lead me down to the saloon when I didn't any more want to drink than I wanted to eat a paper bag. But I have to 'fess' up that I always went.

One day there came along a young fellow who had been sent into the territory by one of the Chicago meat houses. He hadn't had a whole lot of experience, but he had the makings of a good salesman, and he had more nerve than the whole lot of us old jelly fish put together.

The first time he called on the man who took his apron off, he was being taken around by the man who had the job before. Off came the apron just the same, and the three of 'em slopped down to the beer palace. The young fellow took a cigar. The next time he went around he went alone. As soon as his foot got inside the store the apron sat up and took notice. But the young fellow held up his hand.

"Nothing doing, Mr. So-and-so," he said.

The owner of the apron didn't know what to make of it.

"Now I'm sure you and me will be just as good friends if we don't go out to drink every time I call on you," he said. "I don't drink any way and I can't afford to treat, because my house won't let me put it in my expense account, so it has to come out of my own pocket. I think you and me ought to have an understanding. You can easily see what would happen to me if I

drank everywhere I went. I can't stand it, Mr. So-and-so; I've got to make a living, and this sort of thing would interfere with it. I'm sure you won't think hard of me when you think it over."

For a minute they tell me that that grocer stood with his apron half off and his mouth half open. He had never met up with a salesman that had the nerve of a chicken, and he had to get over the shock. But he was all right, that fellow was, for in a minute he reached out and grabbed the young fellow's hand and treated him like a little white hope.

Wasn't that out of sight?

I know it to be a fact that that grocer's wife came in the store the next time that young fellow was there and thanked him for what he'd done.

I know it to be a fact that the apron never came off again to go down the street to drink with a salesman.

I know it to be a fact that that grocer pays his bills better than he ever paid 'em before. He had simply been half drunk all the time and you know what that means.

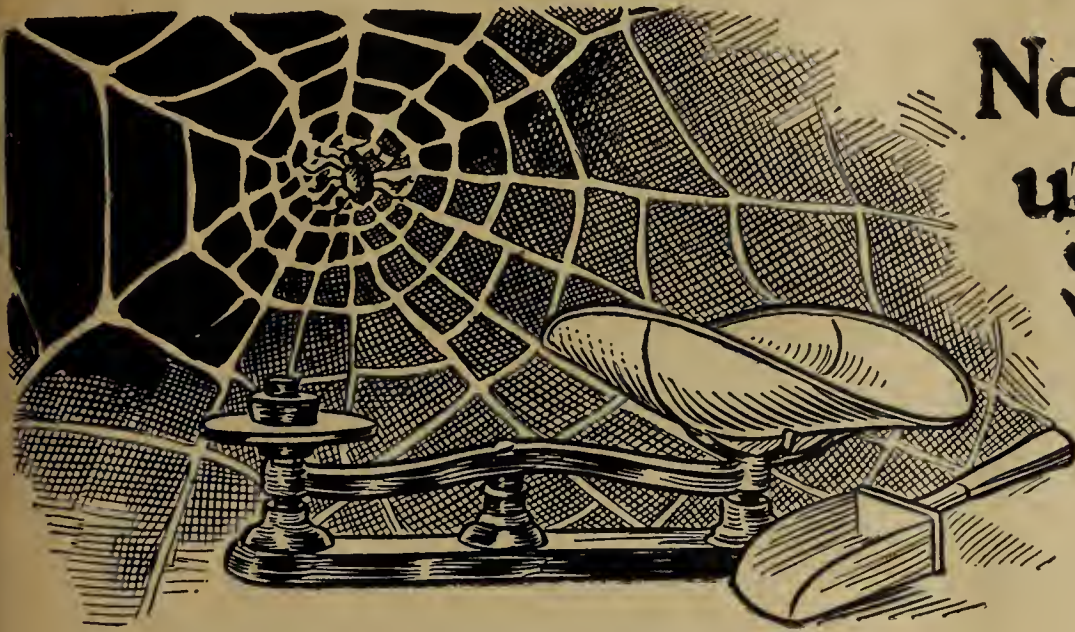
I ain't going to forget in a hurry that I helped to make him and keep him drunk. The greatest thing that ever happened to me is that a boy with more nerve in his little finger than I had in my whole carcass, butted in before we had helped that man drink himself out of business. I don't have to shoulder a share in that, anyway.

I sure do think that was a plumb fine stunt. If I was different, I'd marry that young fellow!

THE STROLLER.

These trade-mark crisscross lines on every package  
**SPECIAL DIETETIC FOOD**  
Four for cases of  
**KIDNEY AND LIVER TROUBLES**  
REQUIRING RATHER STRICT DIET  
Unlike other foods. Ask physicians. For book  
or sample, write  
**FARWELL & RHINES, Watertown, N. Y., U. S. A.**





No more  
use for  
Scoop  
or  
Scales

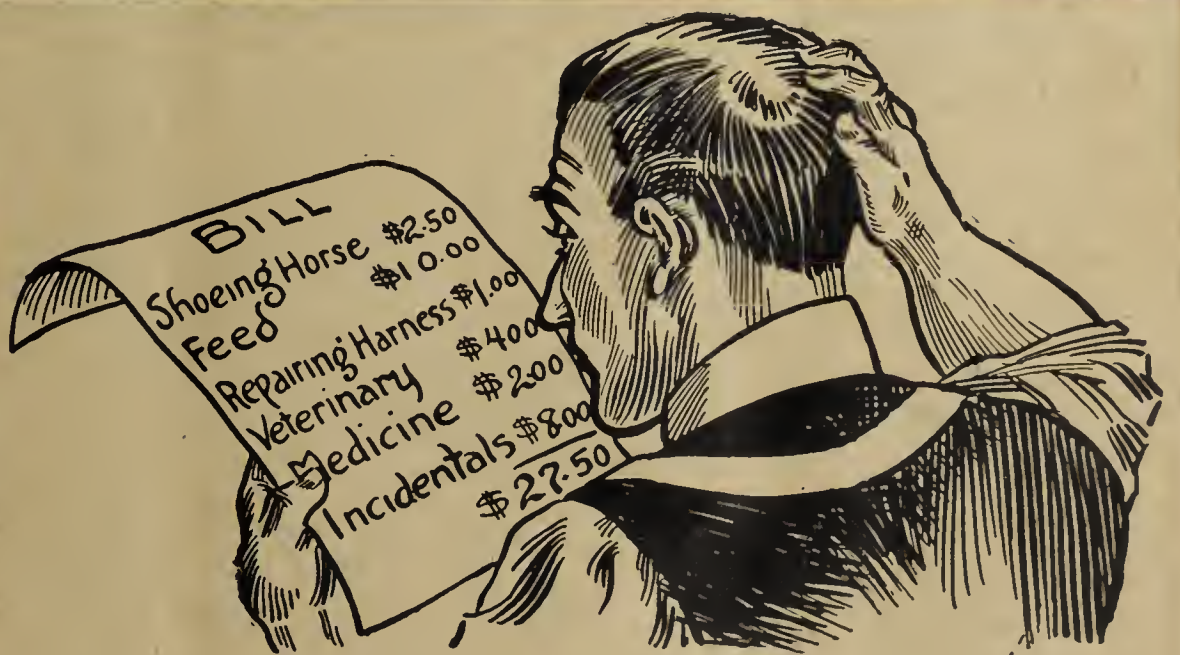
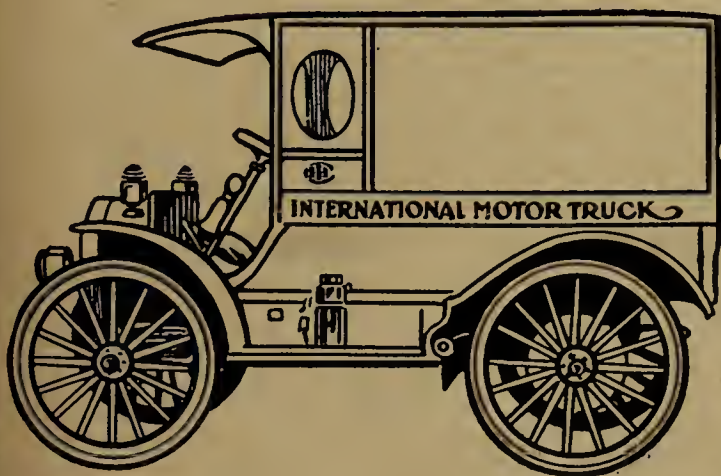


**Q** Weighing sugar, putting it in bags, losing by waste of time, overweight and cost of bags and string used eats up all the profit of selling sugar. In fact, the grocer who follows such old-fashioned methods loses money. No wonder the sale of FRANKLIN CARTON SUGAR is increasing all the time. The FRANKLIN CARTON is a neat, handy package that's as easy to handle as a can of tomatoes; it's ready to sell when you get it. It pleases customers because everybody wants clean sugar. The capacity of the containers enables you to buy in convenient quantities and you can get any popular sugar in FRANKLIN CARTONS.

*You can buy Franklin Carton Sugar in the original containers of 24, 48, 60 and 120 pounds*

**THE FRANKLIN SUGAR REFINING COMPANY, Philadelphia, Pa.**

*"Your customers know FRANKLIN CARTON SUGAR means CLEAN sugar"*



In order to prove to your own satisfaction that it will pay you to deliver goods with an INTERNATIONAL MOTOR TRUCK, take your bills for horse and wagon maintenance, if you have them, and then let us show you what it costs to keep an INTERNATIONAL MOTOR TRUCK. You will find the cost is just about the same, the difference comes in what you get for your money.

The INTERNATIONAL MOTOR TRUCK will do more than twice as much work. Thousands of successful, enterprising merchants are using the INTERNATIONAL MOTOR TRUCK because it pays. It will pay you. Perhaps you've been thinking it over or there are some points you don't understand. Write us and we will gladly give you any desired information about motor truck delivery.

Before and since we designed the INTERNATIONAL MOTOR TRUCK, we have studied the delivery question thoroughly, and we will help you study your problems, if you ask us. Send for our catalogue to-day.

**International Harvester Company of America**

(Incorporated)

**504 Harvester Building**

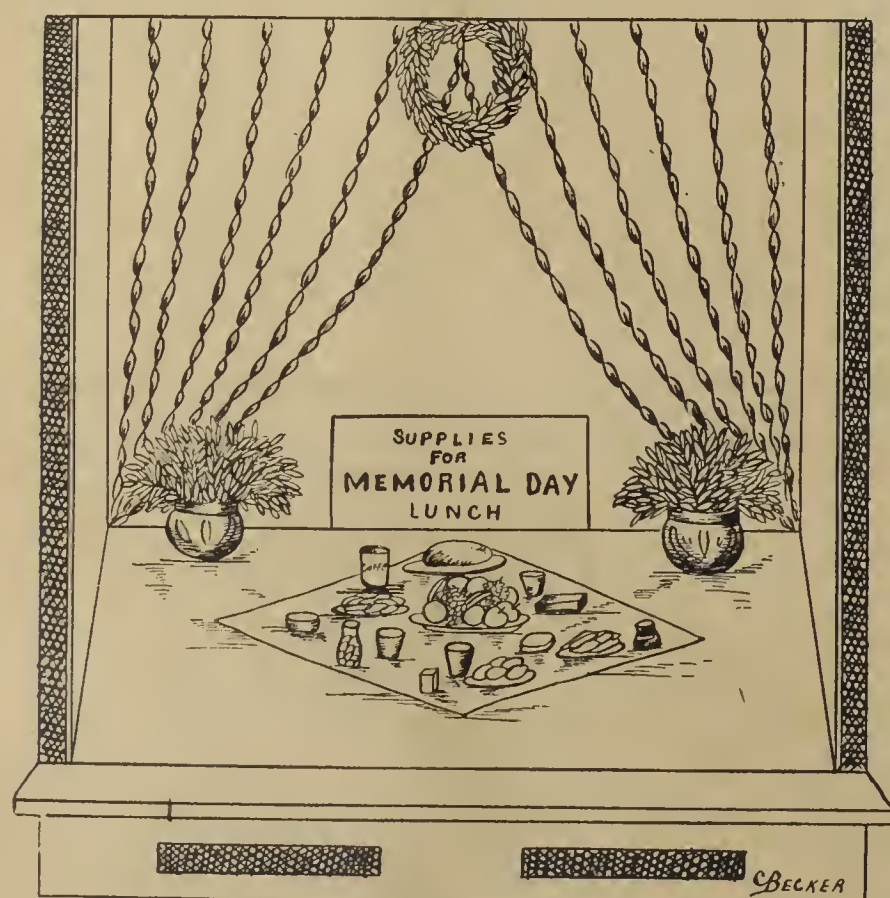
**Chicago U S A**





### Memorial Day Lunch.

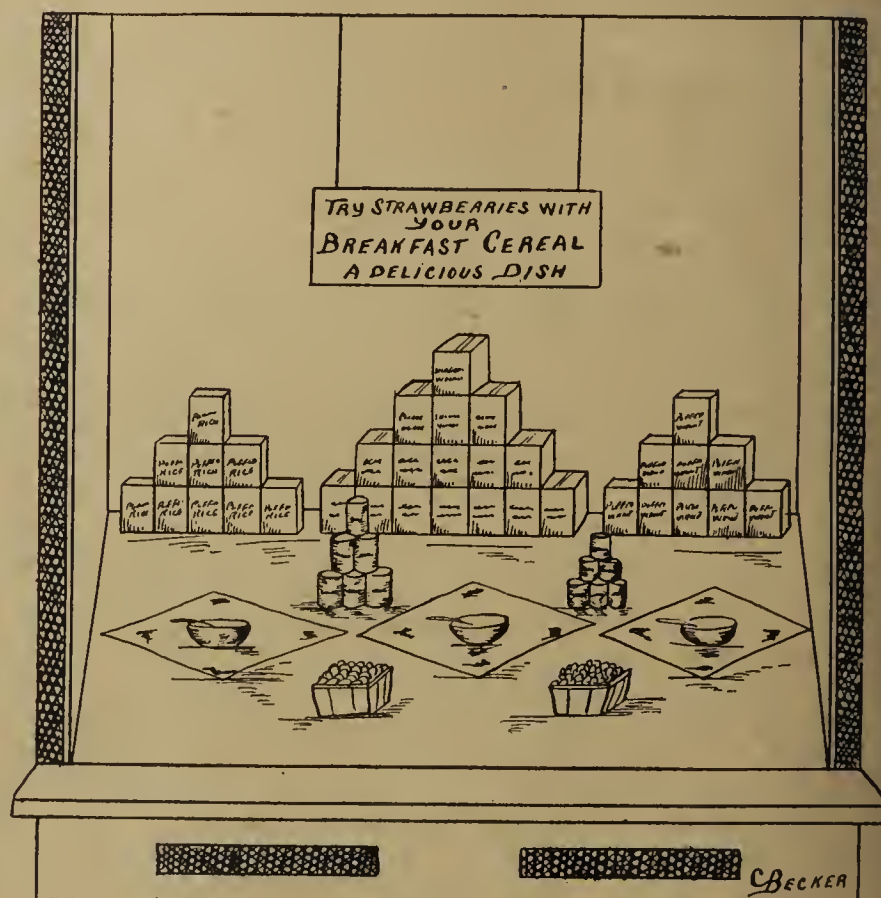
A Memorial Day spread—why not have one like this? Very simple, yet attractive and suggestive. To arrange, first cover the bottom of the window with white crepe paper. In the centre place a large cloth and on this display eggs, beef, sardines, olives, pickles, mustard, bread, cakes, tea, coffee, jelly, crackers, fruit, etc. Don't crowd it, but have a variety of eatables. Cut red, white and blue crepe



paper in strips about three inches wide. Tack them along the top, twist and tack at the bottom at the sides, first placing a red, then a white, then a blue, and so on. In the centre, at the top place a large wreath of laurel. At each side in the rear in jardinières place branches of the laurel. In the centre place a neat sign card with lettering as in cut.

### Cereal Window.

The season for strawberries with cereal will soon be here. Make a window display like this and suggest it. To arrange, first cover the bottom of the window with a pale shade of green crepe paper. Place two large boxes of choice berries in the front. In the centre place three paper napkins and place a bowl on each one containing some



cereal, such as "Puffed Rice," "Puffed Wheat," and "Shredded Wheat" biscuits. Back of these place two pyramids of evaporated milk—the five and ten cent size. At the rear make the pyramids of the cereals displayed in the dishes. Suspend a large sign card with lettering as illustrated.

### Secretaries Want Suggestions for Enforcing New Federal Net Weight Law.

The committee appointed by the Secretaries of the Department of Commerce, the Department of the Treasury and the Department of Agriculture to draw up regulations for the enforcement of the new net weight law announces that it is now ready to receive recommendations and suggestions in writing. The first hearings for manufacturers, dealers and others interested

will be held in New York during the week of June 9th and other hearings will be held whenever and wherever there is sufficient demand. Communications for this committee should be addressed to the Net Weight Law Committee, Department of Agriculture, Bureau of Chemistry, Washington, D. C. The net weight law was signed March 3, 1913, and is to go into effect eighteen months from that date. It requires that the quantity of the

contents of food packages be plainly marked on the outside of each package in terms of weight, measure or numerical count.

### Increased Business Compels Duryee & Barwise to Move to Larger Quarters.

You will now find Duryee & Barwise, coffee roasters, at 130 instead of 89 Front street, New York City. Their new building has five stories and basement, all of which they will use. On the top floor they have installed a new up-to-date roasting plant, with all necessary equipment. The floor be-

low is to be used for the storage of teas; the third floor will be used for packing and the first and second for offices. The shipping department will be in the basement.

The firm, while long established, was incorporated in 1908, since which time they trebled their business and are now pushing toward the half million mark.

Almost all of their retail trade is done by mail, being one of the few houses to successfully sell coffee and tea without the use of salesmen. Their hotel, restaurant, club and institution trade is a large factor and is steady from year to year.

All of their friends and customers will be gladly welcomed at their new home.—Adv.



Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

## General Merchant

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. LV.

PHILADELPHIA AND NEW YORK, May 19, 1913.

No. 20.



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and general merchants.

ELTON J. BUCKLEY,  
Editor.

DAVID EZEKIEL,  
Advertising Manager.

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## It Depends on What Kind of a Woman Calls on the Grocer

This Thought Suggested After Reading Statement by Vice-President of National Housewives League on How to Approach a Grocer and Tell Him His Store is Dirty.

The "Grocery World and General Merchant" has received a copy of a statement written by Glenrose B. Caraway, vice-president of the National Housewives' League, purporting to set forth the proper way in which the women interested in clean grocery stores can approach a grocer and accomplish the double purpose of showing him the weak points of his premises and enlist his aid in the cleanliness campaign. The statement is childlike in its innocence, and is certainly interesting enough to reproduce:—

One of the most frequent questions I hear from the women who are becoming interested in the work of the Housewives' League, is:—

"What will my grocer, or butcher, or baker, or delicatessen dealer (as the case may be) do if I say anything to him about the sanitary conditions of his stores or his personal cleanliness? Won't he get terribly angry? I don't care to say anything, he would say I was fussy and meddling. What can I do?"

Now let us consider together what may be done and the way to do it, and see if the problem cannot be worked out, not only without unpleasantness to any one, but with mutual benefit to all.

In the first place we must believe that in every human being there are the wholesome elements of pride, the desire to improve and the ambition to attain high standards. Let us see what an appeal along these lines will achieve.

We will go first into Mr. A.'s grocery store. We find the floor unswept, pieces of biscuit, dried fruit, vegetables, etc., littering it in out of the way corners where the casual broom seldom penetrates. The butter and cheese are uncovered; the bread is in a glass case. Yes, and the door is always open. Dust and dirt and disorder all around. Mr. A. approaches to attend to our wants, and we see an unkempt person with a greasy once-white apron and dirty, very dirty hands. We smile a greeting and say we have come in for a little friendly talk if he has a few moments to spare. He looks a little suspicious, but accedes.

We begin by telling him we are members of an organization which is devoting itself to a campaign for the betterment of the conditions under which the food which we eat is handled and sold, and that our plan is one of helpful co-operation. We want to get his ideas; perhaps he will listen to a few of ours.

So we go, step by step, pointing out the great responsibility incurred by one in the position of a distributor of food. How the health of the community depends upon an uncontaminated food supply, and upon the health of the citizens of a city or town depends the importance and efficiency of the State and nation. We point out the strides which preventive medicine is taking, and what

a tremendous factor in this magnificent work is the sanitary condition of food.

We give an illustration. Mr. A. mops his brow. About this time he usually asks:—

"Do you mean that if I don't keep my store clean and the food covered, some sort of a fly may infect an article of food and a baby, or perhaps a lot of babies, die of infantile paralysis?"

"Just that," we answer.

Mr. A. looks about with a perplexed expression.

"What would you suggest doing?" he says.

Then we mention certain possibilities of change, putting our comments in the form of questions, perhaps.

"Now what would you think of making it a rule to sweep your store out each morning with damp sawdust so that the dust will not fly up on your goods, and going pretty thoroughly into the corners so that all the scraps will be cleared away? Also make it a rule to keep your butter and cheese covered. In fact, keep everything covered that you possibly can. Remember how dirt sifts through flour and sugar if the barrels are allowed to stand exposed. How about your potato bins and storage place for your vegetables, are they in good condition? You know dampness and bad air mean vermin and loss of your stock. And then we all know what disease carriers rats are. With a clean, attractive store and a proprietor who looks clean and hospitable, think how your trade will increase. Oh, yes, another thing, soap and water is splendid for hands which come in constant contact with bread, flour, sugar and all sorts of foods, so don't you think it a good idea to have a place conveniently situated where your clerks and delivery boys can wash up often during the day?"

Here Mr. A. clasps his hands behind his back.

"Clean white aprons are so effective, too," we observe.

So we go on suggesting and asking questions until we have established a thoroughly friendly relation, and decide that the first lesson in house cleaning has gone far enough. We say goodbye after having been urged to come again and promising that we will.

We stop at Mr. Z.'s delicatessen, where we find bowls of salads, cooked meats, fish, etc., uncovered. We have been entering our gentle protests here for some time with no avail evidently, but to-day we stumble upon an object lesson, a coughing and sneezing patron before the open dish or platter and Mr. Z. sees the necessity and our point of view.

So we go on with our pilgrimage and though we have borne in upon us the colossal task which has been undertaken, I shall venture to predict that we shall meet with few if any rebuffs, and that the prevailing spirit will be that readiness to listen and to profit by suggestions, courtesy in answering questions, willingness to show us whatever we wish to see and a universal desire to join hands and work with us for the general good.

Mrs. or Miss Caraway ignores one factor in the reception which a grocer would probably give to the line of talk above set forth, and that is his knowledge of the woman calling on him and of her own home conditions. The average grocer knows pretty well what kind of housekeepers his woman customers are. In a dozen ways that information comes to the grocer more than

to the hardware dealer or to the dry goods man. If for example the grocer is called on with the above little talk about the filthiness of his store, by a woman whom he knows to be a sloppy, careless housekeeper, who would rather gad about minding other people's business than wipe the grease out of her sink, he is not quite so apt to ask mildly what the lady "suggests."

## What Organized Labor Thinks of Bills Allowing Wages to be Attached for Unpaid Grocery Bills

Pennsylvania Federation of Labor and Pennsylvania Retail Merchants' Association Debate the Question Before Every Member of Both Houses. Text of Both Statements.

The Pennsylvania Federation of Labor, which is a branch of the American Federation of Labor, has just made a revelation which shows pretty well what organized labor everywhere thinks of plans to attach wages for non-payment of grocery bills. The revelation was made in connection with House Bill 1614, now pending in Pennsylvania, allowing 10 per cent. of a debtor's wages to be attached for debts for necessities. Mostly this means grocery bills. The bill was fathered by the Pennsylvania Retail Merchants' Association.

During the last few days the Pennsylvania Federation of Labor has placed in the hands of every member of the Senate and House of Representatives a strong protest against the bill. State Secretary Howes, as soon as he found it out, delivered to each member a copy of the State Association's reply. The text of the labor protest and the merchant's reply is as follows:

### THE PROTEST.

Hon. Dear Sir:—We call your attention to bill No. 1,614 now on the calendar. From the standpoint of labor it is regarded as a Garnishee Act. They who are behind it look upon it as a piece of proposed philanthropic legislation in the interest of the workingman. All sorts of arguments are being set up in its favor. It is to be a beneficence to him who works for wages. They say it will make him honest and improve his morality. But what about the injuries it may work? To call your attention to these is the purpose of this letter.

What about the man with the extravagant wife, a patient worker, perhaps, ever struggling with domestic troubles? What about him who loses his job or falls sick and becomes unable to meet his bills in full? What of the customer of

the dishonest merchant who may impose on ignorant debtors, swell the bills improperly and then take advantage of the Garnishee Act to compel payment? We are asked to have confidence in the judgment of the merchants to use the attaching privilege wisely. We argue that to pass this law is to place an extortionate power in mercantile hands. When a merchant gives credit he takes a surplus profit with a view to cover his risk. This may vary from 10 to 25 per cent. extra. If he lose, by the law of averages, he comes out all right at the end of the year. He pockets both the profit and insurance premium. (Extra price rate.) Who ever heard of a merchant returning the marginal gain between credit and cash price to a paid-up customer when leaving him after years of business relationship?

We submit to you, sir, that the merchant who gives credit has a responsibility all his own when he gives it. He can protect himself, if he wishes, by not giving his goods to every Tom, Dick and Harry. He can cease to go round forcing sales in competition with his rival, many times coaxing people into debt. He can encourage cash payments. He can tighten up the credit lines any time he pleases. Credit can be had too easily at present. With the passage of this bill, No. 1,614, it will become worse, for the merchants will have no check upon their tendencies to run risks if they have this Garnishee Bill behind them to force payment.

The act is wrong in principle. It will tend to the injury of the unfortunate, poor and helpless. Every labor union in the State is opposed to it. In consequence of this unwavering position, occupied for years by organized labor, we ask for its defeat. The amendments that have been made to it are but snares. Vote down this bill in sympathy with the man who toils,

**ELTON J. BUCKLEY**

Editor "Grocery World and General Merchant"

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609  
Keystone, Race 746



against whom it is ostensibly aimed.

Thanking you for your considerate attention to our wishes in the past and hoping for a further expression of your friendship, we are,

Very fraternally,

EXECUTIVE COUNCIL, PENNSYLVANIA  
FEDERATION OF LABOR.

James H. Maurer,  
President.

C. F. Quinn,  
Secretary-Treasurer.

THE REPLY.

May 6, 1913.

Honorable Sir:—We call your attention to Bill No. 1,614, now on third reading in the House.

While we have indorsed other bills or opposed them, this is the only measure we have introduced this session. You denied us the Mercantile Tax Repealer. Give us House Bill No. 1,614. Ohio, New York, New Jersey, West Virginia, Delaware and other States have similar and more stringent laws. Pennsylvania permits hotels and boarding houses to attach all of a debtor's wages to the extent of four weeks' board bill. Why refuse the retailer the reasonable request for 10 per cent. of wages for necessities? As it costs at least \$3 to secure judgment, wage-earners getting less than \$30 weekly are protected by Section 2, lines 15, 16 and 17. There is no incentive to attach low wage debtors, as creditors cannot attach enough to pay costs of suit. The registered letter proviso (see Section 3) protects the honest debtor. The bill does not apply to debts contracted before the Governor signs the bill. (See Section 4, lines 2 and 3.) The bill is only for necessities of life. (See Section 4, line 2.) Ninety-seven per cent. of mercantile business is done on credit. Ninety-five per cent. of the merchants do not succeed in business. This is one of the principal causes. Most merchants sell on credit at a cash price. The bill will not make debtors honest. It will help a little to make them pay honest debts. It will discipline the dishonest debtor. It will protect the wage-earner's family by giving a security for credit. The refusal of credit under the present conditions for lack of security works more hardship to labor than the operations of a good garnishee bill. No honest laborer who understands this bill can reasonably oppose it. Most every retail merchant in the State wants this law passed.

Do something for the retail merchant. Give us something beside lemons. We can buy lemons cheaper at home. Vote for No. 1,614 in sympathy with the working man's family, who, under existing conditions, is refused credit. Similar measures have passed former sessions of the Legislature only to be vetoed by former Governors. The retailers ask you to put it up to the Governor. We are not making threats. Don't be intimidated by threats from others. Be brave. The Lord hates a coward. Give us a square deal.

A. M. HOWES,  
Secretary Pennsylvania Retail  
Merchants' Association.

In spite of the labor protest, the bill passed the House on Wednesday last.

Peas are easier as more are coming. Eastern Shore Maryland and Virginia are shipping most of those on the market, and \$2.50 is now top.

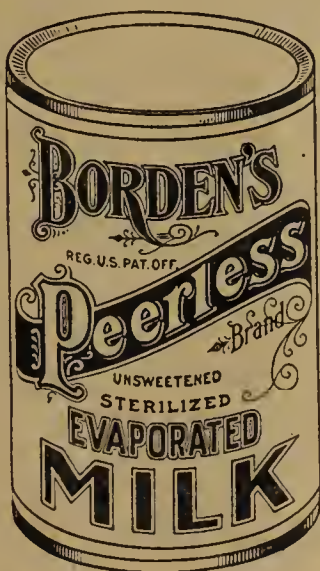


## Every Way That Milk Is Used

In all the various recipes and dishes of which milk is a part; for table and general household use, and more especially infant feeding, your customers will use **Borden's Eagle Brand Condensed Milk** and **Borden's Peerless Brand Evaporated Milk**. You can greatly increase your sales if you will keep these brands prominently displayed upon your counters.

### Borden's Milks Have Been Famous Since 1857

for their purity and quality. In addition to this established prestige and reputation, continued co-operation by the manufacturer, and constant advertising of **Eagle Brand Condensed Milk** and **Peerless Brand Evaporated Milk** in the leading magazines and women's publications, in newspapers and periodicals, in street cars and upon billboards, combined with the word of mouth recommendation of satisfied users everywhere, makes **Borden's Eagle Brand Condensed Milk** and **Borden's Peerless Brand Evaporated Milk** the most popular and fastest selling brands.



## Borden's Condensed Milk Co.

"LEADERS OF QUALITY"

Established 1857

NEW YORK



### WHAT TO TELL CUSTOMERS

"BORDEN'S BRANDS OF MILK, both sweetened and unsweetened, are made of the highest grade raw milk by the most modern method of manufacture, and guaranteed **ABSOLUTELY PURE.**"

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## Canned Goods Packers Adopt Very Low Net Weights for All Goods Put in Tins

They Will at Once Put Net Weights on Their Goods in Order to Comply With Net Weight Law. Use Weights Agreed Upon by National Canners' Association and National Wholesale Grocers' Association. Much Under Actual Weight.

Every canned goods packer who amounts to anything, and who is getting new labels printed for the coming season, is having the net weight printed on them, so as to conform with the new Federal net weight law and with State laws that may be passed on the same point.

The weights which the packers are having printed on the labels are those suggested by the National Canners' Association, after conferring with a committee from the National Wholesale Grocers' Association. The weights which are reproduced below, are made intentionally conservative, so that the packer can fall short without getting into trouble. It is of course not yet decided what variations the Federal Government will allow, but the National Canners' Association have made their weights so low that they hope packers will be safe no matter what the Government variations are. For instance, for No. 3 tomatoes, 5½-inch cans, the association has merely held the packer to a weight of 2 pounds, 5 ounces. Five and a half inch cans of tomatoes would always weigh considerably more than that, which is the packer's safeguard.

The weights adopted by the packers are as follows:—

	No.	Lbs.	Ozs.
Apples	2½	1	10
4⅞-inch	3	1	13
5-inch	3	1	14
5½-inch	3	2	3
	8	5	6
	10	5	14
Apple Butter	1	0	11
	2	1	6
4⅞-inch	3	2	1
5-inch	3	2	1
Apple Sauce	2	1	4
	2½	1	13
	10	6	11
Asparagus—			
Round Salmon	1	0	15
Square	1	0	15
Flat	2	1	2
	2	1	3
	2½	1	14
	3	2	0
Square	3	2	10
	8	6	2
	10	6	4
Beans (Wax and Ref- ugee)	1	0	11
	1½	0	14
	2	1	3
4⅞-inch	3	1	15
5-inch	3	2	0
	8	6	2
	10	6	6

	No.	Lbs.	Ozs.
Beans (Red Kidney)	1	0	10
	2	1	4
4⅞-inch	3	2	0
	10	6	11
Beans (Lima)	1	0	11
	1½	0	14
	2	1	4
	10	6	11
Beans (Baked)	1	0	11
	2	1	5
	2½	1	12
4⅞-inch	3	2	2
	10	6	10
Beets	2	1	4
	3	2	1
	10	6	4
Blackberries, H. S.	2	1	5
Water	2	1	3
H. S.	2½	1	14
	3	1	13
	10	6	8
Blueberries, H. S.	2	1	4
Water	2	1	3
	10	6	12
Cabbage	3	2	0
California Fruits—			
Extra (Tall)	1	1	0
Extra Standards			
(Tall)	1	0	15
Seconds (Tall)	1	0	15
Extra (Flat)	1	0	15
Seconds (Flat)	1	0	14
Extra	1½	1	1
Seconds	1½	1	0
Extra	2½	1	14
Extra Standards	2½	1	14
Standards	2½	1	14
Seconds	2½	1	12
Water	2½	1	12
Pie	2½	1	12
Extra 5-inch	3	2	4
Extra Standards	8	6	8
Water	8	6	4
Pie	8	6	4
Extra	10	6	14
Water	10	6	6
Cauliflower	3	2	2
Cherries, H. S.	2	1	5
Water	2	1	3
H. S.	2½	1	15
	10	6	9
Chile Con Carne	1	0	10
Clam Chowder	3	2	1
Clams	1	0	5
	2	0	10
Corn	1	0	11
	2	1	4
	10	6	8
Currants	10	6	10
Figs	¾	0	11
	1½	1	3
Gooseberries, H. S.	1	0	13
Water	1	0	11
H. S.	2	1	5
Water	2	1	3
H. S.	2½	2	0
	10	6	7
Hominy	2½	1	15
4⅞-inch	3	2	0
5½-inch	3	2	4
	10	6	11
Lobster	¼	0	3¾
	½	0	7½
	1	0	15
Loganberries, H. S.	2	1	5
	10	6	4
Milk	Baby	0	6
	Family	0	11
	Tall	0	15
	Hotel	2	3
Okra	2	1	2
	3	2	0
	10	5	14
Okra and Tomatoes	2	1	2
	3	2	0

	No.	Lbs.	Ozs.
Oysters, 2-11/16 x 2¾,			
2-11/16 x 3-6/16...	0	0	3
2-11/16 x 4.....	1	0	5
3⅞ x 3-5/16.....	0	0	6
3⅞ x 3-15/16.....	0	0	8
3⅞ x 4-9/16.....	2	0	10
Peaches, H. S.....	1	0	10
H. S. (Flat).....	1½	1	3
H. S. ....	2	1	4
Water	2	1	3
H. S. ....	2½	1	14
Water	2½	1	12
H. S. 4⅞-inch.....	3	2	0
	10	6	6
Peach Butter	2	1	4
Pears, H. S.....	2	1	4
Water	2	1	3
H. S. ....	2½	1	14
H. S. 4⅞-inch.....	3	2	0
	10	6	8
Peas	1	0	11
	1½	0	15
	2	1	4
	10	6	12
Pineapple (Buffet) ...	1	0	9
(Flat)	2	1	2
(Tall)	2	1	5
	2	1	4
	2½	1	15
4⅞-inch	3	1	15
Pineapple	8	6	0
Plums, H. S.....	2	1	6
H. S. ....	2½	1	14
Water	2½	1	12
H. S. 4⅞-inch.....	3	2	1
	10	6	6
Pork and Beans.....	½	0	6
	0	0	9
	1	0	11
	2	1	5
	2½	2	0
4⅞-inch	3	2	2
	10	6	14
Pumpkin	2	1	3
	2½	1	14
4⅞-inch	3	2	1
5½-inch	3	2	5
	10	6	8
Prunes	2	1	4
Raspberries, H. S.....	2	1	5
Water	2	1	3
H. S. ....	2½	1	14
	10	6	10
Rhubarb	2½	1	15
	10	6	4
Salmon	½	0	7¾
(Tall, Flat, Oval)...	1	0	15½
Sardines	¼	0	3½
	¾	0	11
Sauer Kraut	2	1	3
	2½	1	13
4⅞-inch	3	2	0
5½-inch	3	2	4
	10	6	4
Shrimp (Wet and Dry)	1	0	4
	1½	0	9
Soups	1	0	10½
	10	7	0
Spaghetti	1	0	11
	2	1	5
Spinach	2	1	2
	2½	1	9
4⅞-inch	3	1	14
5-inch	3	1	14
5½-inch	3	2	4
	10	6	4
Squash, 4⅞-inch	3	2	1
	10	6	9
Strawberries, H. S....	1	0	11
H. S. ....	2	1	4
H. S. ....	2½	1	12
	10	6	4
Succotash	1	0	11
	2	1	4
	10	6	9
Sweet Potatoes, 4⅞-			
inch	3	1	15
5-inch	3	2	0
	10	6	4
Tomatoes	1	0	11
	1½	0	13
	2	1	3
	2½	1	12
4⅞-inch	3	2	0
5-inch	3	2	1
5½-inch	3	2	5
	8	6	4
	10	6	7
Tuna Fish	½	0	7
	1	0	13

## Staple Foods Over Thirty Per Cent. Below 1912.

Prices of Staples on May 1 of 1913, 1912, 1911 and 1910 Show Interesting Comparison. Butter Higher this Year and Eggs Lower. Potatoes Only About One-third Last Year's Price.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

May 15, 1913.

The average of prices received by producers of the United States for staple food crops increased 2.3 per cent. from April 1st to May 1st, which compares with an increase of 8.4 per cent. in the same period a year ago and an average increase of 3.4 per cent. during April of the past five years. On May 1st prices of staple crops average about 30.1 per cent. lower than on like date of 1912, 4.9 per cent. lower than in 1911, 13.0 per cent. lower than 1910, and 16.8 per cent. lower than 1909, on like date.

The average prices received by producers of the United States for articles named, on dates indicated, according to reports made by correspondents of the Bureau of Statistics of the United States Department of Agriculture were as follows, figures meaning cents:—

	May 1, 1913	May 1, 1912	May 1, 1911	May 1, 1910
Corn, bushel.....	56.8	79.4	81.8	63.5
Wheat, bushel.....	80.9	99.7	84.6	99.9
Oats, bushel.....	34.8	56.0	33.2	43.3
Barley, bushel.....	48.3	96.2	74.0	56.5
Rye, bushel.....	68.4	84.6	75.8	74.9
Buckwheat, bushel	71.4	79.9	65.8	71.0
Potatoes, bushel...	48.2	127.3	62.5	38.4
Butter, pound.....	27.0	26.0	21.4	25.5
Chickens, pound...	11.8	11.1	11.0	12.4
Eggs, dozen.....	16.1	17.1	14.7	18.6

The prices of other food products have been compiled up to April 15, 1913, as compared with the same date of 1912, 1911 and 1910:

	Apr. 15, 1913	Apr. 15, 1912	Apr. 15, 1911	Apr. 15, 1910
Hogs, 100 lbs.....	7.94	6.78	6.17	9.26
Beef cattle, 100 lbs.	6.08	5.15	4.67	5.31
Veal calves, 100 lbs.	7.38	6.28	5.96	6.54
Sheep, 100 lbs.....	5.16	4.57	4.55	6.10
Lambs, 100 lbs.....	6.59	5.98	5.77	7.47
Milk cows, each...	55.34	45.14	44.81	42.22
Horses, each.....	148.00	142.00	147.00	154.00
Cabbage, lbs.....	1.15	3.17	1.33	2.29
Apples, bushel.....	.85	1.15	1.39	1.14
Beans, bushel.....	2.11	2.37	2.20	2.16
Onions, bushel.....	.79	1.75	1.19	1.03
Sweet potatoes,				
bushel	.94	1.17	.95	.85
Peanuts, lb.....	.048	.049	.049	.054
Maple Sugar, lb....	.130	.125	.....	.....
Maple Syrup, gal..	1.098	1.082	.....	.....

HOLT.

## Bleached Flour Question Goes to United States Supreme Court.

The legality of bleached flour under the Federal food law has been carried to the Supreme Court by the Department of Justice. Attorney-General McReynolds and Assistant Attorney G. R. Adkins have filed with the court an appli-



cation for a review of the decision of the Eighth United States Circuit Court of Appeals, which denied the right of the Government to condemn flour bleached by electricity by the Alsop process. The controversy turns upon the interpretation of that section of the Pure Food and Drugs act, which declares that an article shall be deemed adulterated if it contains any added poisonous ingredient which may render such article injurious to health. The Government claims that the law forbade the addition of any poisonous ingredient to an article, even though the quantity be minute and the resulting injury to health from the particular article incapable of measurement. The Circuit Court of Appeals held that the poisonous ingredient must be added in such quantity that there is a possibility of injury to health. The construction put upon the law by the Circuit Court of Appeals will render the statute difficult if not impossible of enforcement, the Attorney-General contends. "If minute quantities of nitrite may be added to flour," it was declared in Government brief presented to the court, "of boric acid to eggs, of chromate of lead to the coffee bean, of sulphate of copper to peas, of arsenic or lead to baking powder, of martin's yellow to macaroni, of wood alcohol to flavoring extracts, so long as it is not probable that enough in each case has been added to possibly injure the health of some one, then the statute is incapable of enforcement. If actual injury must be shown, what standard of resistance is to be adopted? Will it be that of the sickly infant or of the strong man?"



## PEARL BORAX SOAP Pleases All Classes

It is both the "biggest moneysworth" and the *best soap* you can sell—it combines quality and economy.

One cake of **Pearl Borax Soap** will do as much work as *two* or *three* cakes of ordinary soap. Every cake is a *full pound* of hard, white, **pure** soap that will cleanse thoroughly without injuring the finest fabric. **Pearl Borax Soap** repeats. Once you start your customers buying it, its quality, combined with our liberal gifts given in exchange for wrappers, will *keep them buying* and insure you a steady stream of sales.

### CHAS. W. YOUNG & CO.

Makers of Soaps of Merit

ESTABLISHED 1877

PHILADELPHIA

### MANY GROCERS

Find it pays them to read the "good stuff" in

**The Advertising World**  
Columbus, Ohio

Sample free, or four months' trial for 10 cents

### 2,000,000 Paid for Waste

Paper in Pennsylvania

Last Year

How much of it did you get? There is ready sale for all your Waste Paper, Pasteboard Boxes, etc., if baled.

**The Buckeye Paper Press**

Does the work perfectly.

Write for catalog, Dept. A

**Buckeye Balor Co.**  
FINDLAY, OHIO



### WHAT TO TELL CUSTOMERS

"Ordinary bars of soap only weigh 8 or 12 ounces, but a bar of **PEARL BORAX SOAP** weighs a full pound. It's better soap, too, and the wrappers are valuable. Try it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



# WITH THE EDITOR

The law which the Governor of Pennsylvania signed last week, making it a criminal offense to make a false statement for the purpose of obtaining credit, is a good act and should have been passed long before. It was in a sense a criminal act to obtain credit under false pretences before the new law was passed, but its punishment under the old law was much more difficult than it will be under the new.

There is no such thing as "putting one's best foot foremost" in asking for credit. What is told as the basis of credit must be either the truth or a lie, and there can be no middle ground.

The new net weight and measure law that was recently passed by Congress, counter-parts of which are being gradually adopted by the States, will certainly bring some of the California dried fruit packers up with a sharp turn. They have been notoriously loose and careless in their packing and weighing. For instance, a case of California seeded raisins in (presumably) one pound cartons was weighed in Philadelphia recently, carton by carton. Every carton was supposed to weigh sixteen ounces, but some weighed twelve ounces and some weighed nineteen! The case weighed substantially the forty pounds it was supposed to weigh, but without any uniformity on the part of the individual cartons.

This was pure carelessness on the part of the packer's employees. The method of packing seeded raisins is this: The cartons are tentatively filled with what is intended to be a pound of raisins. These pass rapidly before a number of girls, who weigh them one by one. If they are under weight the girls hastily add what they think will make up the deficit, and if they overweigh, the girls just as hastily take out what they think will reduce the weight to sixteen ounces, and pass them on. When the case is full it is weighed as an entirety and if it weighs in excess of eight

ounces more or less than forty pounds, the cartons are gone over again. If the variation from forty pounds is less than eight ounces, it is passed, and this case that reached Philadelphia, where the variation was from four ounces under to three ounces over, had been passed as all right in this way!

As reported in this week's Harrisburg correspondence, the bill to compel commission merchants to take out a license and file a bond before they do business, is up again, and after some immaterial amendment has passed the House on sec-

**A Good Bill from Every Standpoint But the Crook's.**

ond reading. A summary of its provisions appears in the Harrisburg letter.

Outside of the small new expense involved, it is hard to see how any honest commission merchant can have any objection to the bill. It will compel all commission merchants in butter, eggs, cheese, fruit and vegetables to do the following things which they are under no compulsion to do now:—

- 1.—Get a license from the State and pay \$10 for it.
- 2.—File a bond for \$2,500 to pay for goods they have sold on commission within the proper time.
- 3.—Make a record of all goods received and within forty-eight

hours after they have sold it, place a statement of account in the shipper's hands.

4.—Furnish the shipper the names of all persons who bought some of his goods, if there is any objection to the statement of account.

5.—Answer to the criminal law for all acts done in violation of the act.

Of course compliance with this act will cost a commission merchant probably \$25 a year, and some trouble. But that is not important as an objection to supplying to shippers of merchandise protection against the barefaced robbery which dishonest commission merchants have practiced upon them in the past. The writer figures out that the honest commission merchant should be glad to pay the \$25 and take the trouble if it will rid him of the spurious competition that has tainted his trade reputation and reduced his profits.

Here is an interesting question regarding the enforcement of the new net weight laws, which is raised by the shrewdness of the National Canners' Association, in instructing its members to state a weight upon their labels which will be considerably below the smallest possible minimum which a filled can of the given product could weigh.

The full list of weights which the packers are using is printed in another column. In practically every case the weight which the packer will print upon his label is several ounces below what he is certain to put in his cans. In the case, for instance, of tomatoes packed in 5½-inch cans, the largest Jersey cans, a weight of 2 pounds 5 ounces, or 37 ounces is named, which means that every packer who puts as much as 37 ounces of tomatoes in a 5½-inch can is clear of the law, because he has given his net weight and not fallen below it.

As a matter of fact, the contents of a 5½-inch can of tomatoes will never fall below 45 ounces and is often 48 ounces.

We repeat that the packer who follows this clever practice is clear

## This is Now a Law in Pennsylvania

### AN ACT

Making it a misdemeanor to make or use a false statement or statements in writing, for the purpose of obtaining property, money, credit or the extension of credit, and providing penalties for the violation thereof.

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That it shall be unlawful for any person knowingly to make or cause to be made, directly or indirectly or through any agency whatsoever, any false statement in writing, with intent that it shall be relied upon respecting the financial condition or means, or present ability to pay, of himself or of any other person, firm or corporation in whom he is interested, or for whom he is acting, for the purpose of procuring in any form whatsoever either to himself or to the person, firm or corporation in whom he is interested, or for whom he is acting, either the delivery of property, the payment of cash, the making of a loan or credit, the extension of credit, the discount or sale of an account receivable or the making, acceptance, discount, sale or indorsement of a bill of exchange, promissory note or of any negotiable instrument for the benefit of either himself or of any such person, firm or corporation.

Sec. 2. It shall be unlawful for any person who, knowing that a false statement in writing has been made respecting the financial condition or means or present ability to pay of himself or of any person, firm or corporation in whom he is interested, or for whom he is acting, to procure or receive, upon the faith of such false statement, for the benefit either of himself or of any person, firm or corporation in whom he is interested, or for whom he is acting, any property, the payment of cash, the making of a loan or credit, the extension of credit, the discount or sale of an account receivable, or the making, acceptance, discount, sale or indorsement of a bill of exchange, promissory note or of any negotiable instrument.

Sec. 3. It shall be unlawful for any person who, knowing that a statement in writing has been made respecting the financial condition or means or present ability to pay, of himself or of any person, firm or corporation in whom he is interested, or for whom he is acting, to represent subsequently in writing that such statement theretofore made if again made would still be true, when in fact such statement if then made would be false, and to procure upon the strength thereof, for the benefit of himself, or of any person, firm or corporation in whom he is interested, or for whom he is acting, any property, the payment of cash, the making of a loan or credit, the extension of credit, the discount or sale of an account receivable or the making, acceptance, discount, sale or indorsement of a bill of exchange, promissory note or of any negotiable instrument.

Sec. 4. Any person violating any of the provisions of this act shall be guilty of a misdemeanor, and shall, upon conviction thereof, be sentenced to pay a fine not exceeding \$1,000, or to undergo imprisonment not exceeding one year, or both, at the discretion of the court.

Sec. 5. All acts or parts of acts in so far as they are inconsistent herewith are hereby repealed.

**Work Cut Out for the Net Weight Law.**

**An Interesting Phase of Net Weight Laws.**



the law, provided the Federal authorities do not take the position that he is not complying with the law at all. The statement of net weight is supposed to be a disclosure to the consumer of what he is getting for his money. Both the consumer and the law have ground for complaint if the label is defective in that the statement of net weight is more than the actual net weight of the contents. But the consumer has never yet complained when he found more in the can than was promised on the label, nor has the law complained as yet. Could the law complain? Very possibly not, if the label does not bear "statement of the net weight of contents" which the law requires. A statement on a canned tomato label that the contents weigh 2 pounds, 5 ounces a "statement of net weight of contents" when the contents actually weigh 2 pounds, 13-16 ounces? Certainly it is not, and though the consumer is *injuriously* deceived, the fact remains that the law has not been complied with. This, too, must be remembered, that if "2 pounds, 5 ounces" is a legal description of a net weight of 2 pounds, 13-16 ounces, then "1 pound" would be a legally correct description, and if the packer's safety is the main consideration, he could be much safer labeling "1 pound" and packing 3 pounds, than by labeling "2 pounds, 5 ounces" and packing 3 pounds.

The protest of organized labor against the pending Pennsylvania bill to allow 10 per cent. of debtor's wages to be attached for non-payment of grocery bills, is interesting, but not especially novel. Organized labor has always fought hard to get at the wages of deadbeats—who somehow are always assumed by labor organizations to be their members.

There is nothing in the protest, except that the retailer shouldn't be so generous with his credit. That is true, but it is not for laboring men, who are the chief beneficiaries of his generosity in this respect, to blame him. The only important question is this: Should a debtor having nothing but good wages, from which he could easily make small weekly payments on account of a grocery bill, be compelled to make such payments if he will not

## Follow the Leader



Armour's Grape Juice Girl will be the advertising sensation of the year. You will see her in magazines, in picture shows, on signs, on bill boards. This typical figure is one of the features of our giant advertising campaign, which will multiply demand for

## Armour's Grape Juice

BOTTLED WHERE THE BEST GRAPES GROW

Our advertising will make *thousands* of *new* customers for Armour dealers. It will win the *multitudes* to the Armour Brand.

To get your share of the profits of this big money-making line, get our new Grape Juice Window Display, our handsome Store Signs, Display Racks and Store Decorations.

These trade-winners are *free to you*. They will *boom* your Grape Juice Sales. The purity, extra goodness and superfine flavor of the Armour Brand will keep this trade *coming* and *growing*.

### Special Offer to Grocers

We have a special proposition for you. We will *pay* you to work with us to increase *your* sales. This is co-operation to the limit. Ask us for full details. Write now.

GRAPE JUICE FACTORIES  
AT WESTFIELD, N. Y., AND  
MATTAWAN, MICH.

**ARMOUR AND COMPANY** CHICAGO



#### WHAT TO TELL CUSTOMERS

"Try Armour's Grape Juice on my recommendation; you're sure to like it. Its absolute purity is guaranteed by Armour & Company."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



do so voluntarily? There is no possible answer but the one—of course he should. Naturally there are isolated cases in which a man has had illness or other cause of extraordinary expense, and who has gotten behind through no fault of his own. His wages are barely sufficient for his actual current needs. A garnishee law allowing 10 per cent. of the wages of such a man to be attacked would if enforced be a hardship, but what merchant would be hard-hearted enough to enforce it against such an unfortunate? For every merchant that would, there are a thousand work-

men who take advantage of the lack of a garnishee law to avoid paying debts from wages that are easily ample for the purpose. Since it must be the least of the two evils, which is preferable—that one unfortunate should be made to suffer, or that a thousand dead beats should be left free to practice fraud?

The argument of organized labor against bills allowing the attachment of wages is exactly tantamount to a contention that no laborer who owes a grocery bill should be compelled to pay it if it is not perfectly convenient.

## The New York Letter

**Carter, Macy & Co. Lose Tea Suit. Food Manufacturers' Agencies Talked of to Hold Prices if Government Suit Against Kellogg is Successful. Tobacco Trust Will Henceforth Sell All Jobbers at Same Price. New York Will Send Delegation to National Retailers' Convention. Various Trade Notes and Market Summary.**

Special Correspondence of "Grocery World and General Merchant."

New York, May 15, 1913.

Carter, Macy & Co. have finally lost their case in relation to certain shipments of teas valued at \$20,000. The United States Circuit Court of Appeals this week handed down a decision sustaining the General Appraisers and the lower court who ordered the teas taken out of the country or destroyed, after deciding that such teas did not come up to standards, as they contained artificial coloring.

As the time for taking the teas out of the country was six months and this period expired long ago, there remains nothing for the authorities to do now except to destroy the teas. They intend to dump the shipments into the North River unless the Treasury Department interferes by making an exception to the general rule on this subject.

Judge Lacombe wrote the opinion of the United States Circuit Court of Appeals deciding against the importers. He held that the congress has power to make any arbitrary regulations that it desires as to the admission or exclusion of teas. The plan under which the teas are examined by the authorities is simple, he says, and in this case the examiners and the appraisers were well within the powers dele-

gated to them in everything that they did.

It is for the examiners to decide if the teas are up to the standard. They decided in this case that the teas were not up to the standard. Then the importers had the right to appeal to the Tea Board, comprised of three General Appraisers. Such an appeal was taken. The only restriction on the Tea Board was that it shall then examine the teas according to the usages of the trade, making an infusion and, if necessary, a chemical analysis. The Board may also call in the assistance of experts. These steps were taken.

The importers claimed that they had a right to be present when this examination was made by the Tea Board and also that they had a right to question the experts called as witnesses. The judge says that the law gives the importers no such rights.

The importers also made the claim that the regulations do not apply to teas of high grade such as those involved in this case. The judge said that the regulations apply no matter if the teas were the finest ever coming out of China. The only question is as to the teas coming up to the standards made by the authorities in this country.

Another claim of the importers was that the decision of the Tea

Board and of the lower court amounted practically to a confiscation of the teas. Judge Lacombe said that there is no confiscation. The importers had ample time to remove the teas in the six months given them. As they have not done so, they have practically abandoned the shipment and the authorities are justified in destroying it so as effectually to prevent its entry.

\*\*\*

The city and State departments of weights and measures are now handing out copies of the preliminary regulations adopted in accordance with the new Brooks law. On a number of products no regulations have yet been framed, as the officials of the department are waiting to get further data.

It is explained that the preliminary regulations are tentative and are expected to draw out criticisms and suggestions from manufacturers and dealers. As a result of getting further light on doubtful points in this way, the officials say that they hope to have the regulations in such shape when they are issued in their permanent form in June that it will not be necessary to make further changes.

The Merchants' Association is co-operating with the officials of the State and local departments in the work of preparing suitable and satisfactory regulations.

These regulations will affect nearly all lines of food and other supplies sold in grocery stores.

\*\*\*

Governor Sulzer has signed the bill intended to prevent the snipping of beans and the doing of other work by children of tender years in canning factories.

The new law provides that no woman under 21 years of age shall be permitted to work in a factory before 6 A. M. or after 9 P. M. Women 18 years old may work in canning factories for not more than six days a week, nor more than 60 hours in any one week and not more than 12 hours in any one day. This concession is to be given between June 15th and October 15th, when it is made to appear to the State labor authorities that the needs of the industry require the extra hours of labor and that the health of the women will not suffer.

\*\*\*

A protest has been sent to the Board of Health by the Hebrew Retail Grocers' Association, which has its office at 37 Graham avenue,

in Brooklyn, against the new ordinance prohibiting the sale of dipper or loose milk except under high stringent sanitary regulations. The ordinance is to go into effect next month.

The petitioners say that there are 6,000 Jewish grocers in Great New York who will be made to suffer if this ordinance is made effective. They say that the big milk companies are back of the ordinance.

Not only will the ordinance make it impossible for the small grocers to sell the loose milk, the Jewish federation claims, but it also says that even more injurious effects will follow. The petitioners say that it is the plan of the big milk companies to establish stores in various parts of the city. The ostensible purpose of such stores, it is said, will be to sell milk, but the petitioners say that this will be only the beginning, and that such stores will soon add butter and other lines until they will practically sell most lines of groceries and thus drive the small grocers out of business.

The association asks that the ordinance be rescinded. Incidentally it does not hesitate to intimate that there is a lot of graft back of the regulation and the plans of the big milk companies.

\*\*\*

Among the bills which Governor Sulzer signed this week, thus making them laws, are the following of interest in the food and grocery trades:—

The Cole Bill, requiring commission merchants to pay an annual license fee of \$10 and to file a bond of \$3,000 to insure an honest accounting to shippers.

The Cole Bill, requiring that cheese made from skimmed milk be branded "skim milk cheese."

The Roosevelt Bill, intended to encourage the incorporation of co-operative organizations for dealing in farm products.

\*\*\*

The trade is discussing the article in the house organ of the Kellogg Toasted Corn Flake Co. on the fixed price question. In the article the question is raised as to what action manufacturers may be obliged to take to protect themselves against price cutters if the Government persists in the position that the manufacturer cannot control prices of his products when distributed through ordinary channels of merchandise.



The novelty in the article is the suggestion that manufacturers may have to band together in order to do their own distributing and maintain prices. The idea is to have manufacturers' agencies like those of the Douglas shoe company, with maybe 20 to 40 manufacturers backing such an agency. Among those who discussed this plan some thought it may yet be feasible, but that it is not likely to be attempted very soon. Another suggestion was that the Government which is now doing so much regulating may possibly not look with favor on such a combination of manufacturers, even though they should be engaged in different lines of food manufacture.

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The American Tobacco Co. has taken the Riker & Hegeman Drug Co. from its jobbing list for cutting prices. The tobacco company has just sent out a notice that it will no longer make any discrimination among jobbers but will sell to all at the same prices, whether they be large or small distributors. In explanation of this, the company states that its new policy has been adopted in conformity with the trend of recent legislation and of present public opinion as to propriety in business methods.

\*\*\*

James B. Duke, the president of the British American Tobacco Co., is said to have acquired a large interest in the Liggett Drug Co. and probably make use of the company as an entering wedge in coming to terms with the American Tobacco Co. and other tobacco companies in this country.

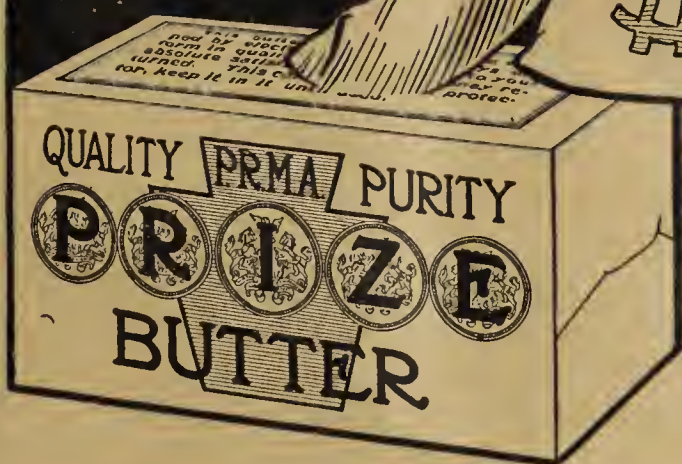
\*\*\*

Daniel T. Wade, a retired member of the flour trade, who was widely known, died last week at his home in this city, in his 73d year.

\*\*\*

Two of the officers of a creamery company have filed a petition in bankruptcy with liabilities aggregating nearly \$35,000 and no assets. The liabilities are to the State of New York for penalties incurred as a result of suits brought against the men for selling skimmed milk and not marking it as such. They dissolved the partnership under which they formerly conducted the creamery and now conduct it as a corporation of which they are the principal officers.

# THERE'S MONEY IN IT FOR YOU



Grocers often lose trade because of butter that is not uniform in quality and flavor; customers are pleased one time and disappointed the next, so they shop around and no one can depend on their trade. PRIZE BUTTER overcomes this trouble; our enormous facilities enable us to guarantee its uniformity of both *quality* and *flavor*. You can recommend PRIZE BUTTER to your customers with confidence; it will please them this week, next week and *always*. This means you can secure a big, steady volume of sales from satisfied customers, in fact, you will do the big butter business of your town if you'll push the sale of PRIZE BUTTER. We pack PRIZE butter in carton, tub or print, and color and salt it to suit your trade. Let us know your requirements.

## P. F. BROWN & CO.

39, 41 and 43 South Front Street

PHILADELPHIA



### WHAT TO TELL CUSTOMERS

"PRIZE BUTTER is rich, pure butter, made in the finest dairy section of Pennsylvania. We get it fresh daily and can guarantee it in every respect. You'll like its flavor and quality better than any butter you've ever tasted. Try it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants





This is the Parke stamp—redeemable for hundreds of beautiful premiums. It insures steady sales for you.



## It Will Pay You to Push the Sale of This Tea

PARKE'S GOLD CAMEL CEYLON-INDIA TEA is a very high grade of real Ceylon-India of unusual strength and fragrance. It is sure to please customers who want the best and becomes the leader among package teas wherever introduced. The red, blue and silver package makes a beautiful and conspicuous display on your shelves and sells on sight. PARKE'S GOLD CAMEL MIXED TEA is a popular blend because of its fine flavor and rich amber color. The carton makes it a handy package for you and guarantees its quality and condition. Cut open a package of Parke's Tea and you will see at once how clean it is, vastly superior to ordinary package teas and sure to sell better.

Parke's Stamp line includes Coffee, Tea, Baking-Powder, Spices, Ammonia, Bluing, etc., all strong, steady sellers.

## L. H. PARKE COMPANY

232-234 Market Street  
PHILADELPHIA

638-640 Grant Street  
PITTSBURGH, PA.

### WHAT TO TELL CUSTOMERS

"I can sell you either a strong Ceylon-India Tea or a milder mixed Tea and guarantee the flavor, if it's Parke's. When you open this Tea notice how clean it is—no dirt and sticks, but all pure fragrant Tea."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

New regulations are to be enforced for the first time this year in this city, which will govern the marking of weights and quantities of California fruits sold in this market. These regulations were adopted a year ago, but were not enforced before so as to give the California shippers time to get the proper sizes of crates, baskets and other containers.

The grapes, apricots, plums, cherries and other kinds of fruit to be sold by weight must come in cartons or packages containing specified quantities. For instance, grapes may be sold in cartons containing 25 pounds net or in baskets containing 6 pounds net. Apricots and plums may come in crates containing 20 pounds net; pears in boxes containing 46 pounds net and half boxes 23 pounds net; cherries in boxes containing 16 pounds net and eight cartons of one pound each. Every pound must weigh 16 ounces.

\*\*\*

There is a revival of talk in the coffee trade about the valorization scheme as a result of the discussion opened in Congress.

Some of the men in the trade are of the opinion that a rigid investigation would back up the charge that the supposed distribution of valorization coffee as the result of the much-talked-of sales a few weeks ago was a distribution of paper only and that the coffee trade as a whole was deluded by the valorization interests.

The renewal of the suspicion that the valorization coffee is still in the control, directly or indirectly, of valorization speculators naturally tends to keep buyers cautious and to unsettle the market to some extent.

\*\*\*

The New York Mercantile Exchange, through its executive committee, is trying to secure modifications of the new egg inspection rules of the Trunk Line Association.

It is claimed that the rules are unfair to the receivers and dealers in eggs in making it more difficult and expensive to obtain damages for breakage.

The Trunk Line Association, it is known, adopted the new rules because, as they claim, many of the receivers obtained excessive rebates and damages for broken eggs. The rules are drawn, the railroad men say, in such a way as to protect the



roads from fraudulent or excessive damage claims and especially in collusion on the part of railroad inspectors in allowing such claims.

The Grand Jury is now investigating the charge that egg receivers claimed and obtained excessive damages from railroads.

\*\*\*

The New York delegation to the annual convention of the National Retail Grocers' Association will arrive here at 12.40 P. M. Saturday on a New York Central train. Members will join the party at the shops up-State, including Albany, Syracuse, Rochester and Buffalo. The train will leave Buffalo Saturday night and arrive in St. Louis Sunday afternoon.

The State delegation will be headed by President Suhr, of Buffalo, and Secretary Thorpe, of this city. Brooklyn will send President Winckelmann, Vice-President Menze, Ellwood Hansom, Herman Meke and Fred. Luppens. President Lichtenfels will represent the retailers' association of the Bronx.

#### SUMMARIZED MARKET CONDITIONS.

A fair jobbing demand, both for Brazils and mild grades, is reported in the spot coffee market. Roasters in the interior are now buying with more freedom than they have been buying of late and are evidently forced to do so in order to meet requirements. Prices are generally well maintained, especially in Santos. The break in options toward the middle of the week had a depressing effect and may be followed by a renewal of the waiting attitude on the part of buyers.

In the tea market there is a quiet distributing demand at quotations. In some large deals Japans are sold at concessions, but it is said that this liquidation is nearing the end. The trade is awaiting with interest the opening of the new crop of Formosas and Hankows. The prediction is made that there will be lower prices in the primary market as losses of recent years will make the buyers more cautious.

The country is buying refined sugar from hand to mouth. Withdrawals are light. The tariff situation is responsible probably for an extra element of caution that may continue until the matter is definitely adjusted at Washington. The Federal quotes 4.10 cents for stock

(Continued on page 22.)

**EXTRA FINE**  
2 LBS. NET WEIGHT  
**FRANKLIN**  
GRANULATED  
**SUGAR**  
Standard of Purity  
REFINED FOR  
THE FRANKLIN  
SUGAR REFINING CO.  
PHILADELPHIA.

## Your Customers Know Franklin Carton Sugar As Soon As They See It

FRANKLIN CARTON SUGAR is a neat, clean, attractive package that looks well on your shelf, and once seen by customers is sure to be remembered. They remember the cleanliness, the sparkling purity of the sugar, and insist on having the CARTON that *keeps* it clean and pure.

Sugar is probably the most sensitive article sold in a grocery store and should be protected from dust and dirt. Scientists tell us that it breeds germs with dangerous rapidity, when once exposed. Women may not examine sugar to see if it has germs in it and they may be content to use sugar which needs no examination to show that it is dusty; BUT, as soon as they see FRANKLIN CARTON SUGAR they KNOW it is better, purer, finer, cleaner sugar than they have ever had before. If you are the proprietor of a *pure food store* you can tell your customers about FRANKLIN CARTON SUGAR in a way that will increase their respect for your desire to serve them with the purest and cleanest foods which can be obtained. (See foot note at the bottom of this advertisement, "What to tell customers.")

You can buy FRANKLIN CARTON SUGARS in the original CONTAINERS of 24, 48, 60 and 120 lbs.

## THE FRANKLIN SUGAR REFINING COMPANY PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN SUGAR."



### WHAT TO TELL CUSTOMERS

"This is a PURE FOOD store. We believe in selling only the best, purest, CLEANEST goods, because the best is none too good for our customers. We sell FRANKLIN CARTON SUGAR because it is the *cleanest* and *purest* sugar obtainable."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## Important New Weight and Measure Bill Passes Senate — Other Vital Legislative Proceedings

**Bill Allowing Attachment of Wages for Unpaid Grocery Bills  
Passes House. Bill to License and Bond Commission Mer-  
chants Up Again. Bill Requiring Dealers in Bankruptcy  
Goods to Pay License Passes Both Houses. Other Trade  
Legislative Notes.**

Special Correspondence of "Grocery World  
and General Merchant."

Harrisburg, Pa., May 16, 1913.

The Senate has just passed finally a bill which has attracted but little attention as yet, but which will have a rather important effect if it becomes a law. It is termed "an act defining commodities, regulating the sale thereof, and providing penalties for violation hereof," and its object appears to be to provide for the sale of merchandise by weight or measure, provide for labeling package foods with net weight, etc., and to establish the weight of a bushel of various commodities. There is also a provision that all package food products shall bear on the label a statement of the net weight, measure or numerical count. The text of the bill is as follows:—

### AN ACT

Defining commodities, regulating the sale thereof, and providing penalties for violation thereof.

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That the word "commodity," as used in this act, shall be taken to mean any tangible personal property sold or offered for sale.

The word "container," as used in this act, shall be taken to mean any bag, band, barrel, basket, bottle, box, caddy, can, canister, carton, cask, crate, firkin, hoghead, jar, jug, keg, stopper, vessel, wrapper or any similar or analogous utensil, receptacle, band or wrapper in which any commodity may be sold or offered for sale, and which shall be delivered with the commodity when sold.

The word "marked," as used in this act, shall be taken to mean "written," "printed," "stamped," "painted" or "blown," or any other means whereby words or figures may be indicated in or on a container or on any label or covering attached thereto.

Sec. 2. All liquid commodities when sold in bulk or from bulk shall be sold by weight or liquid measure. All dry commodities when sold in bulk or from bulk shall be sold by weight, dry measure or numerical count. No dry commodities shall be sold by liquid measure; dry commodities in car-load lots may be sold by weight.

Sec. 3. It shall be unlawful to use a measure without a bottom in selling any commodity.

Sec. 4. It shall be unlawful in selling any commodity to use any measure unless the same shall have thereupon marked in distinct letters and figures the capacity thereof. If such measure be of the capacity of one-half bushel or less or of one-half gallon or less, it shall be marked in terms of a quart dry or liquid measure respectively. If the measure be of the capacity of over one-half bushel or one-half gallon, it shall be marked in terms of a bushel or gallon respectively.

Sec. 5. It shall be unlawful to sell or offer for sale any berries or other small fruit in boxes, baskets or other analogous receptacle holding one quart or less unless such boxes, baskets or receptacles shall be of the capacity of one quart, one pint or one-half pint dry measure, and so marked.

Sec. 6. It shall be unlawful for any person, firm or corporation, with intent to defraud

(1) To sell or offer for sale, any commodity on the container of which is marked any false statement respecting the kind, number, quantity, weight or measure of such commodity or of any part thereof, or respecting the place or county where such commodity was manufactured or produced, or respecting the quality or grade of such commodity.

(2) To orally or otherwise represent that any commodity offered for sale in bulk, to which no name or trade mark shall be attached, is the manufacture or production of some other than the actual manufacturer or producer. Provided, that nothing in this act is to be construed as applying to drugs, medicines, chemicals or pharmaceutical or proprietary preparations used as medicines, nor to toilet preparations.

Sec. 7. Whenever any commodity named in this section shall be sold by the bushel, the bushel of such commodity shall consist of the respective number of pounds herein set forth, namely:—

Alfalfa seed, 60 pounds.  
Apples, 50 pounds.  
Apples, dried, 25 pounds.  
Barley, 47 pounds.  
Beans, dried, 60 pounds.  
Beans, castor, shelled, 46 pounds.  
Beets, 60 pounds.  
Blue grass seed, 14 pounds.  
Bran, 20 pounds.  
Broom corn seed, 50 pounds.  
Buckwheat, 48 pounds.  
Cabbage, 50 pounds.  
Carrots, 50 pounds.  
Cement, 100 pounds.  
Charcoal, 20 pounds.  
Cherries, with stems, 56 pounds.  
Cherries, stemmed, 64 pounds.  
Chestnuts, hulled, 50 pounds.  
Clover seed, 60 pounds.  
Coal, anthracite, 75 pounds.  
Coal, bituminous, 76 pounds.  
Coal, stone, 80 pounds.  
Coke, 40 pounds.  
Corn, shelled, 56 pounds.  
Corn, ear, husked, 70 pounds.

Corn meal, 50 pounds.  
Cranberries, 40 pounds.  
Cucumbers, 50 pounds.  
Currants, 40 pounds.  
Flaxseed, 56 pounds.  
Gooseberries, 40 pounds.  
Grapes, forty-eight pounds.  
Hair (plastering), 8 pounds.  
Hemp seed, 44 pounds.  
Herd's grass, 45 pounds.  
Hickory nuts, 50 pounds.  
Hominy, 60 pounds.  
Horseradish, 50 pounds.  
Hungarian grass seed, 50 pounds.  
Kaffir corn, 56 pounds.  
Lentils, 60 pounds.  
Lime, 70 pounds.  
Linseed, 56 pounds.  
Malt, 38 pounds.  
Millet, 50 pounds.  
Oats, 32 pounds.  
Onions, 50 pounds.  
Onion sets, 28 pounds.  
Orchard grass seed, 14 pounds.  
Parsnips, 50 pounds.  
Peaches, 48 pounds.  
Peaches, dried, peeled, 38 pounds.  
Peaches, dried, unpeeled, 33 pounds.  
Peanuts, 22 pounds.  
Pears, dried, 50 pounds.  
Peas (green, unshelled), 56 pounds.  
Peas, 60 pounds.  
Plums, 64 pounds.  
Popcorn (unshelled), 56 pounds.  
Potatoes, 60 pounds.  
Potatoes (sweet), 54 pounds.  
Quinces, 48 pounds.  
Rape seed, 50 pounds.  
Raspberries, 48 pounds.  
Red top grass seed, 14 pounds.  
Rice, rough, 45 pounds.  
Rutabagas, 60 pounds.  
Rye, 56 pounds.  
Rye meal, 50 pounds.  
Salt (coarse), 85 pounds.  
Salt (ground), 62 pounds.  
Sand, 100 pounds.  
Sorghum seed, 50 pounds.  
Spelt, 40 pounds.  
Strawberries, 48 pounds.  
Timothy grass seeds, 45 pounds.  
Tomatoes, 60 pounds.  
Turnips, 60 pounds.  
Walnuts (common), 50 pounds.  
Wheat, 60 pounds.

Sec. 8. Every commodity or article of food packed for sale and retailed in containers of any description shall bear upon the container a plainly legible statement of the net weight, measure or numerical count of its contents or of the net volume thereof, and of the name and address of the manufacturer, producer or distributor thereof. Provided, however, that reasonable variations and tolerances shall be permitted, and also exemptions as to small packages shall be established, said variations and tolerances and exemptions to be established by the Chief of the Bureau of Standards. Such marking shall not apply to bags or similar receptacles used solely in delivering commodities after sale. If any commodity be wholly or in part of cotton, wool, linen or silk, the length thereof in yards shall be so marked on the container thereof.

Sec. 9. Each person, firm or corporation that shall violate any of the provisions of this act shall be guilty of a misdemeanor, and upon conviction thereof before any alderman, magistrate or justice of the peace of the proper county, for the first offense shall be fined not more than \$25; upon conviction for the second offense, such person, firm or corporation shall be fined not less than \$25 nor more than \$100, and upon conviction for the third and each subsequent offense, such person, firm or corporation shall be fined not less than \$100 nor more than \$250.

Sec. 10. It shall be the duty of proper city and county inspectors of

weights and measures to enforce provisions of this act.

Sec. 11. This act shall go into effect the first day of January, 1914. Provided, however, that no penalty or fine, imprisonment or confiscation shall be enforced for any violation of its provisions as to domestic products prepared or foreign products imported prior to eighteen months after its passage.

Sec. 12. All acts and parts of an act, general, local or special, inconsistent with any of the provisions of this act are repealed.

In spite of the literature sent to all members of the Pennsylvania Federation of Labor against H. B. 1,614, the bill of the Pennsylvania Retail Merchants' Association to attach wages for unpaid grocery bills, passed the House on Wednesday with a large majority. The margin was about 100 after long discussion. The fate of the bill in the Senate is uncertain.

The bill to exempt from the payment of mercantile tax corporations, limited partnerships, etc., which have paid a tax on their capital stock, came up for final passage in the Senate during the week and failed. It had 24 yeas and 11 nays. The bill was the next day put back on the postponed calendar and was passed finally last Tuesday. Its text is as follows:—

### AN ACT

To relieve from the payment of mercantile license taxes corporations, joint stock associations and limited partnerships doing business as wholesale or retail distributors or vendors of merchandise, who pay to the Commonwealth a tax upon their capital stock.

Whereas, Corporations, joint stock associations and limited partnerships engaged in business in Pennsylvania as wholesale or retail distributors or vendors of merchandise are required, under the revenue laws thereof, to pay to the Commonwealth a 5-mill tax on their capital stock employed therein, and also to pay the Commonwealth a mercantile license under the act entitled "An Act to provide revenue by imposing a mercantile license tax on vendors of or dealers in goods, wares and merchandise, and providing for the collection of the said tax, approved the second day of May, A. D. 1899; and

Whereas, The license thus exacted amounts to a double taxation and is oppressive, being also a discrimination against such wholesale and retail dealers or vendors who have to come in competition with the dealers and vendors from this State who do not pay the double tax, and from dealers and vendors of States that sell through soliciting agents, catalogues, etc., and from whom no license can be exacted; therefore

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That from and after the passage of this act corporations, joint stock associations and limited partnerships conducting business in Pennsylvania as



olesale or retail dealers or  
dors of merchandise who pay to  
Commonwealth a tax on their  
ital stock employed therein, be  
the same are hereby relieved  
m the payment of mercantile li-  
se, and for the year 1913, and  
h subsequent year thereafter,  
y shall not be required to make  
returns and be rated by the mer-  
tile appraisers, as now required  
law.

ec. 2. All acts and parts of acts  
onsistent herewith be and the  
e are hereby repealed.

he bill requiring concerns the  
e or greater part of whose  
ess is selling bankrupt goods,  
ke out a license has passed the  
te finally. The text of the bill  
follows:—

#### AN ACT

quiring a license for conducting  
ny business, the whole or greater  
art of which shall consist of the  
ale of goods which shall be held  
orth, represented or advertised to  
e goods of or obtained from the  
state of any bankrupt, or goods  
f or obtained from an assignee  
r a person, firm or corporation  
bout to go out of business, or  
oods to have been damaged in  
ny way, and regulating such li-  
ensing, and fixing a penalty for  
iolation of this act.

ection 1. Be it enacted by the  
ate and House of Representa-  
es of the Commonwealth of  
nsylvania, in General Assembly  
t, and it is hereby enacted by the  
hority of the same, That it shall  
unlawful for any person, firm  
orporation without a license, as  
vided in this act, to conduct any  
iness, the whole or greater part  
which shall consist of the sale of  
ods which shall be held forth or  
resented or advertised to be  
ods of or obtained from the es-  
e of any bankrupt, or goods of  
obtained from an assignee or a  
son, firm or corporation about to  
out of business, or goods that  
ve been damaged in any way.  
viding, that nothing in this act  
ll prohibit the sale of any such  
ods by any assignee, trustee, re-  
ver or other officer appointed by  
court of this Commonwealth or  
the United States, acting for the  
ate of any such bankrupt or  
er person, firm or corporation  
hin the limits of the city borough  
township wherein the said per-  
son, firm or corporation con-  
cted said business or had the  
ods immediately before the ap-  
pointment of such assignee, trustee,  
eiver or other officer; and pro-  
ved further, nothing in this act  
ll prohibit the sale of any goods  
amaged in any way if the same  
e sold within the limits of the  
y, borough, incorporated town or  
vnship wherein said owner con-  
cted business or had the said  
ods at the time the said goods  
ame damaged.

Sec. 2. A license to conduct busi-  
ss under this act shall be issued  
the treasurer of the proper city,  
rough or township wherein the  
d business is conducted. The  
s for cities, incorporated towns  
boroughs shall be fixed by ordi-  
nces of the proper city, incorpo-  
ed town or borough. In cities,  
orporated towns and boroughs  
license fee shall not be less than  
o nor more than \$200 for each  
endar month or fraction thereof.  
townships the license fee shall  
\$25 for each calendar month or  
ction thereof, and shall be for  
e use of the school fund of the



**BOUILLON "HERRINGLETS"** are a substantial meal at a price any one can pay, and the most delicious lunch anyone can buy at any price. They are selected little **NORWEGIAN HERRING** packed in delicious **BOUILLON**, and different from any canned fish you ever sold. Their special nature insures a big sale at a good profit to you. We guarantee them to satisfy or we'll refund your customers' money. Your customers are always looking for "something new and good in eats"—sell them **BOUILLON "HERRINGLETS."**

### Angus Watson & Company, Sole Proprietors

Also Proprietors of "Skipper" Sardines

1011 Chestnut Street, Philadelphia, Pa.



#### WHAT TO TELL CUSTOMERS

"**BOUILLON 'HERRINGLETS'** are a new eating delight—selected little Norwegian herring in delicious buillon. Try them."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



### She'll Use Banner Lye Every Hour of the Day

There are many things which nothing but **Banner Lye** will clean satisfactorily, and once you start you customers buying it they will find so many uses for it they will never stop buying it. It sterilizes, cleans, disinfects, removes foul odors and cleans out waste pipes. You can easily sell **Banner Lye**, and you can absolutely guarantee it. The patent top, *sifting can* makes it easy to use, yet avoids waste. Not only householders, but doctors, butchers, bakers, printers, plumbers, hotels and institutions, restaurants, etc., use **Banner Lye**, and you can sell it to all of them if you keep it well stocked and displayed where the attractive red label will be seen.

### THE PENN CHEMICAL WORKS

Philadelphia, Penna.

#### WHAT TO TELL CUSTOMERS

"You can use **BANNER LYE** in dozens of ways as a cleanser. It's also a powerful disinfectant."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants





township. The license shall be renewed monthly during the time such person, firm or corporation shall conduct such business. This license shall be in addition to all license fees and taxes imposed by this Commonwealth and the proper city, borough, incorporated town or township.

Sec. 3. Any person, firm or corporation that shall violate any of the provisions of this act shall be guilty of a misdemeanor, and upon conviction thereof shall be sentenced to pay for each day such business shall be conducted without a license a fine of not more than \$200.

Sec. 4. All acts and parts of acts inconsistent with this act are repealed.

The House has also passed the bill and it now goes to the Governor.

Both Houses have now passed the act requiring "all slaughter houses, shops, wagons and places where meats, poultry, fish, game and shell fish are prepared for use as food or stored or exposed for sale" in Philadelphia, to take out a license every year.

The bill which would prevent hundreds of grocers and general storekeepers from selling drugs and household remedies is now on its way through the House. It came up on second reading during the week and was amended in several particulars, though not in any way so as to make it less objectionable to grocers and general storekeepers. The objectionable part of the bill is as follows:—

Sec. 18. That hereafter it shall be unlawful to sell drugs, medicines or poisons at retail or to compound physicians' prescriptions or to conduct a pharmacy or licensed store or licensed pharmaceutical laboratory within the meaning of this act of Assembly, or to act as a pharmacist or assistant pharmacist except in compliance with the provisions of this act of Assembly; provided, however, that nothing in this act of Assembly shall be so construed as to interfere with students of pharmacy or licensed pharmaceutical laboratory or other employees

in a pharmacy or licensed pharmaceutical laboratory from performing such duties as may be assigned to them and under the supervision of a pharmacist or assistant pharmacist; provided, that the compounding of physicians' prescriptions or the dispensing and selling of poisons at retail shall not be permitted except under the strict supervision and in the presence of a pharmacist or assistant pharmacist.

The act requiring commission merchants in butter, eggs, fruit and produce to obtain a license and file a bond is up again in the House, where it has passed second reading after some amendment. A large delegation of commission merchants came up here and appeared against the bill several weeks ago. As passed on second reading the bill requires a bond of \$2,500, to be furnished by a surety company or two good individual bondsmen. The bond binds the merchant to pay all sums due to persons who have sent stuff on consignment. The commission merchant must also get a license from the Secretary of Agriculture, paying \$10 therefor. Section 4, which was particularly objectionable to the commission merchants, requires all commission merchants to make a record of all goods received as soon as received. When disposed of he must send the consignor, within forty-eight hours, a full statement of account. If the consignor objects to the statement the commission merchant must furnish him with the name of everybody to whom he sold the goods. If the commission merchant fails to make payment within thirty days, or within whatever time he has agreed to pay, the consignor can sue him on his bond. Section 6 provides that commission merchants who are dishonest shall be guilty of a misdemeanor and be fined up to \$500. The bill becomes

operative September 1, 1913, if it becomes a law.

A bill was introduced in the Senate on Tuesday making it unlawful to permit meat or other food products to be handled by any person other than agent or servant of the owner, lessee, occupier or manager of any place where meat is kept or to permit meat or other food products to be exposed to any disease or filth carrying insect, and making it unlawful to feed to swine any offal, blood, slaughter house refuse or carrion.

R. C.

#### Another Blow at the Lowry "Wholesale Grocers' Committee" Which Has Made Strongest Demand for Free Sugar.

The Wholesale Grocers' Association of New Orleans, La., has injected itself into the sugar tariff by the following letter to the President:—

May 8, 1913.

The President, Washington, D. C.

Sir:—The most progressive agitators and promoters of reduced duty or free sugar have been, heretofore, certain refinery interests in the North. They have flooded the entire country with literature in advocacy of such measure. This has brought about a feeling of unrest among some and a demand for a

lowering or the elimination of the tariff on sugar.

Certain of these refinery interests have for some little time developed a plan, as you know, of representing, supposedly, an organization of wholesale grocers. The Wholesale Grocers' Association of New Orleans was instrumental in absolutely repudiating the position assumed by this self-appointed interest. In other words, there was positively no organized movement, in so far as the wholesale grocer is concerned, in favor of such legislation.

These refinery interests still continue their endeavors, notwithstanding the repudiation. They have used the press and others to educate the public up to such demands, but is it fair to the South, Louisiana particularly, to practically wipe it out, as far as this particular interest is concerned? Should free sugar prevail, as is suggested?

The many millions of tariff that are being paid at present on this article by the consumers of this country has not heretofore been objected to by them, they certainly feel an interest in the Government, therefore ought to be willing to pay their reasonable quid pro quo towards its maintenance. Is there any easier plan of obtaining the same amount of money in question as now prevails in connection with the tariff on sugar? Almost every one consumes sugar and, in turn, contributes to the Government.

The Wholesale Grocers' Association of New Orleans respectfully urges that your decision be the retention of the present tariff on that article, or only a slight modification.

Respectfully yours,  
GEORGE P. THOMPSON,  
President.



## An Unmatchable Proposition

¶ The big point about **Wheatena** is that people don't seem to tire of it. That is why mothers hand it down to their daughters when they marry, and why they in turn hand it down and so on

¶ **Wheatena** is far and away the best cereal proposition. It is guaranteed absolutely, no matter whose hands it is in, and the double packing helps very greatly.

**THE WHEATENA CO., Rahway, N. J.**

Member of the American Specialty Manufacturers' Association

## Does This Sound Good to You?

Have you ever tried to see whether you could buy **TEAS** by mail?

Is it fair to yourself to let this chance for profit pass?

Not only a chance for profit, but a chance to save time and work. It is only a minute's task to send us a sample to match. The whole thing is so short and simple—and may mean so much—that we suggest that you make the experiment to-day.

**TEAS** sold by mail cost less than **Teas** sold through salesmen, for they carry no salesmen's salaries.

**DURYEE & BARWISE** ROASTERS AND PACKERS TEAS AND COFFEES  
89 Front Street : New York

ESTABLISHED 1897

## Sell Package Prunes



¶ By which we mean **U-Say Selected Sun-Cured Sanitary Prunes**. You save all the labor of digging, weighing, wrapping, and the goods please more. They are clean, dustless, fresh and moist.

¶ **U-Say Prunes** don't depend entirely on the package principle for their success—they are a very superior grade of prunes to begin with.

¶ Five sizes, retailing for 10, 12, 15, 25 and 60 cents.

**BEH & HERTER, Sales Agents**

140 Franklin Street, New York



## Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s  
Department Food Stores, Dover, N. J.

**Be the Business Man.**—You're in school when you're in the store. It's a post graduate course. The things are here. You're up against human nature away from me.

You'll meet the man that knows the cost of your goods and buys as cheap as you do. He buys "whole-le." Take him at his word, but stick to your price. No apology for your figures. Show him the difference.

The nice old lady is a joy forever so long as she has the price. She needs gentleness. Your treatment of her must be most kindly. Abandon the abhors.

Along comes the fussy woman. The last potatoes were poor. Several of them cooked dark. We found two eggs in the last dozen that were "awful." Don't think you gave me the right coffee last week, my husband said there was something to it. Well, you take all this seriously. It isn't a new story. You also take her order for more potatoes, more eggs and more coffee.

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**"Be A Forgiver."**—That's the divine part of man. If you won't forgive your face will go back on you. Resentment is an unerring expression carver. To forgive is to broaden out. It makes the other fellow sorry he did it and sorry that his heart isn't as big and bountiful as yours. Success is hard enough to get without putting any obstacles in its way. To get many of the good things out of life be a good forgiver.

\*\*\*

**"Watch Your Company."**—Chum with manly fellows. Good thing if they know more than you. Better still if they behave better than you. But the man that likes you so well that he wants to set 'em up isn't good company. Never mind if the other fellow is a Sunday school chap. He has wisdom. Cut loose from the sporty crowd. There's nothing in it. You're known by

your company. Better be a molly-coddle and have the teller at the savings bank know your name than a winner on the red and an all around good fellow.

\*\*\*

**Things That Please Women.**—Ask any woman why she shows partiality to a certain clerk and she will immediately tell you in so many words that it is because of polite attention. "Yes Ma'am" and "No Ma'am" sound simple enough, but these respectful terms bear weight—often far more than you realize. "Thank you for this order" shows at once your appreciation, thus giving the customer the thought that her business with you is of some importance. Asking permission to send a bundle bought at another store is another one of those little things that help to bind a customer to a firm.

The clerk that studies courtesy is a business builder.

\*\*\*

**Telephone Selling.**—Great things can be done with the phone. Quiet morning hours come to all of us. That's the time your local asparagus arrives. It looks very handsome. It's that long, thick, tender "green grass"—special to-day, 30 cents. Twenty or thirty bunches can be sold in ten minutes. Berries, spinach, lettuce, string beans the same. Make your counter phone pay its way. Besides, just because there are no customers in the store doesn't mean "quiet hours." There aren't any in the grocery business. With us phone work comes properly into play. But not with the hat man or the necktie man or the shoe man. We have something good to sell "on sight unseen." And that thing is needed or the consumer suffers.

\*\*\*

**Vinegar Time.**—Make a splurge with vinegar. Tap a barrel right in the front part of the store. Have lots of quart bottles filled. Lots of half gallon and gallon jugs filled and labeled. You're selling the

## Profits Mount Up Through Volume of Sales

**EVERY** merchant measures his growth by volume of sales. Every clerk advances in salary and position according to his increase in volume of sales. Every grocer, every grocer's clerk will find national advertising the biggest of all selling aids.

National Biscuit Company products have been advertised nationally for years. Their merits are known throughout the United States. It requires no argument to convince the buyer that N. B. C. products are superior—the purchaser *knows* it—has learned it through N. B. C. advertising. And so the clerk sells N. B. C. products without effort and quickly—he cares for a number of customers in the same time that it would require to sell to one without the selling-assistance of national advertising. Try the sales-boosting power of national advertising by stocking N. B. C. products. They will more than make good.

## NATIONAL BISCUIT COMPANY

best old time cider vinegar and of course it's up to the requirements of the law, which is 4 per cent. acetic acid. This is called 40 grain vinegar and it's worth making noise about. People need vinegar now at nearly every meal—and they'll buy yours if you'd go at them right.

\*\*\*

**Lime Juice** is as common almost in the Old Country as soda water is here. A tablespoonful turns a glass of water into a most delightful drink. Keep a bottle on the counter.

\*\*\*

**Good Ginger Ale** is sparkling, has a sharp (not bitey) taste, is absolutely clear as your bottle shows and has the natural ginger taste. The poor kind bites, looks flat, has a slight muddy appearance and an artificial flavor.

\*\*\*

**Vanilla Flavor.**—Your label will tell you whether it's an extract

from the vanilla bean or an imitation. Don't say rash things about the latter. Many men of repute and wide experience allow its use in the making of their cake. It lacks the delicacy of the genuine, but it holds the flavor and the difference in price is a boon to working people.

\*\*\*

**Your Kind of Lard** has no stearine in it and it isn't watered. It isn't "lovely and white," but has a slight yellow cast. In the pan it doesn't spurt and evaporate; the odor from it is pleasant and things that are fried in it taste sweet and wholesome.

Tomatoes are still high by reason of scarcity, but the market will probably go off within the next few days. The present range is \$3.25 to \$3.75. Texas will begin to ship around June 1st. Hothouse tomatoes are very scarce also.



# THE GROCERY MARKETS

## Tea.

There is a fair demand for tea, but there is no keenness to it. Everybody is buying tea every day as he needs it, but absolutely nobody is anticipating his wants. Prices are nominally unchanged, but concessions are being made to move good lots, and if the large lots do not move by reason of these concessions, greater concessions will likely be made as holders are very anxious to start the new season with clean shelves.

## Coffee

The coffee market is firmer. Speculative conditions have improved and as a result sales of Rio and Santos coffee have been made during the week at a fraction higher, possibly  $\frac{1}{8}$  to  $\frac{1}{4}$  cent. Holders are hopeful of even higher prices, but no radical advance is in sight. Milds are sympathetically firmer, but without any material advance. Java and Mocha unchanged and quiet.

## Sugar.

The sugar market is weaker, but up to this writing there has been no decline in refined. Raw sugar is possibly 1-16 weaker, due to heavy accumulations, particularly in Cuba. Refined sugar is where it was a week ago, the lowest price being 4.20 cents for granulated. All refiners, however, are not willing to sell at this and some ask 4.30 cents. The demand for refined sugar is fair.

## Syrup and Molasses.

Glucose is unchanged and dull. Compound syrup has retired to the background for the summer, and rules dull at unchanged prices. Sugar syrup and molasses are both dull at ruling prices.

## Fish.

Mackerel is still very dull. The demand is only from hand to mouth and small at that. Prices still rule on a very low level and the market throughout is in buyer's favor. From the standpoint of the large holder of mackerel, the market is in bad shape. Cod, hake and had-dock are dull and unchanged. Imported sardines firm, scarce and moderately active. Domestic sardines unchanged and dull. Packers are trying to harden the market for

the new pack on the ground that fish are running scarce, but this has had no effect as yet. Salmon of all grades is in fair seasonable demand at unchanged prices.

## Dried Fruits.

Prunes are unchanged and quiet. Demand is very fair. Peaches are moving fairly at unchanged prices; apricots quiet at ruling figures. Raisins show no change either on the coast or in secondary markets. Currants and other dried fruits dull and unchanged.

## Beans and Peas.

Domestic pea beans seem to be a little weaker for the week; demand fair. Marrows are unchanged on the higher basis quoted last week; demand fair. California limas unchanged and in moderate demand. Green and Scotch peas are unchanged, quiet and weak.

## Butter.

The receipts of fresh butter are increasing as the season advances, and the quality is showing some improvement. The demand is active and absorbs everything at full prices. An increase in the make can be expected from now on, but as a speculative demand will possibly spring up, the chance is that prices may not decline.

## Eggs.

The receipts of eggs continue liberal and the quality is very good. The market is firm at unchanged prices. The speculative demand for storage still continues and considerable eggs are going into cold storage. The market is firm and unchanged.

## Cheese.

The supply of new cheese is increasing, but the market still rules about 3 cents below the price of old cheese. A few old cheese are left, and these will likely be used up within the next few weeks. As the season advances, the quality of new cheese will improve.

## Canned Goods.

Tomatoes have been hurt somewhat by the cold snap, but only with the result of making the season later; not necessarily curtailing the pack. Prices both for spot and future are unchanged for the week; demand quiet. Corn and peas are both unchanged for the

week. Growing peas have been hurt by the cold, and so, to some extent, has corn been, but the markets have not been affected as yet. Apples are unchanged and dull. California canned goods show no change and light demand. Futures are not attracting much attention as yet. Small Eastern staple goods unchanged and quiet.

## Provisions.

All cuts of smoked meats are firm and prices are about  $\frac{1}{4}$  cent above a week ago. The demand is good. Both pure and compound lard are steady with a fair consumptive demand and unchanged prices. Dried beef, barreled pork and canned meats are unchanged with a seasonable demand.

## INDIVIDUAL MARKET REPORTS.

### Standard Canned Goods.

Future tomatoes were fairly active last week, and the buying orders came from the same widely separated markets that have been buying them since the first of the year, but the average size of the orders was smaller than it was. The canners do not show any disposition to lower their prices any further for the reason that they have already reached the danger line, and that they had better take their chances in the open market when the canning season opens up next August. There is no need to hurry in the matter anyway, they claim. On the other hand, the jobbers continue to pursue a conservative policy in regard to buying futures, taking on additional quantities as needed. There is no news of importance concerning the crop, for the very good reason that it is too early in the season for either good or bad news.

Spot tomatoes were dull and easy in the early part of last week, but showed more life toward the close, especially for the grade that falls enough below the strictly standard quality to be classed as too good for ordinary seconds and too poor for fair standards, the price for that grade being marked down to make them attractive. That the Government will insist upon a higher average grade of tomatoes being canned hereafter is a foregone conclusion, and the so-called "off-standards" may be a thing of the past. Strictly standard tomatoes of well-known brands at to-day's prices look attractive for any market.

The new crop of spring spinach is coming in, but the shippers are

taking more of it than the canners, and the latter are not accumulating any stock above their orders as yet, but they hope to do so in the next two or three weeks. If they cannot do so, and it looks doubtful, the cost of that article will be higher. Sweet potatoes were stronger again and fairly active after the sudden reaction from the very low price that had been prevailing for them. There was no activity during last week in the other lines of vegetables, outside of the usual daily orders for them.

New pineapples are arriving in increased quantities, and the jobbers are buying them for prompt delivery in small lots, as well as for deliveries scattered over two or three months as may be needed. May, June and July are always lively months in the pineapple business here. There was the usual run of small orders for canned fruits during last week, but it cannot be said that any one article was particularly active. The stocks are light, very much lighter than usual for this time in the season, consequently there are very few price fluctuations. The new strawberry crop will be ready for canning purposes in a couple of weeks if the weather conditions continue favorable, and the jobbers are already showing some interest in them. No sales of "futures" in fruits of any kind have been made here as yet.

Cove oysters continue strong, and the market looks still stronger ahead on account of light stocks everywhere at all producing points. They look safe to buy at to-day's prices.

**THOS. J. MEEHAN & Co.**  
Baltimore, Md.

### Spices.

The market is active and trading has been large in both nearby and spot peppers and cassias. There is nothing new to report in the tariff situation. The bill passed the House without alteration and is now before the Senate.

Pepper.—Crops are reported small. Prices in London, Holland and the East are higher. The tendency is upward.

Red Pepper.—No new features to report. Prices are unchanged.

Cloves.—Very steady demand at unchanged prices.

Pimento (Allspice).—The demand is good. Price remains steady without change during the week.

Mace.—Great scarcity prevails. Prices we believe will be sharply advanced.

Nutmegs.—Prices abroad are higher and the demand is more ac-



ve here. Present prices we consider safe.

Cassias in much better demand, though prices are unchanged.

Gingers.—The market is steady and fairly active, with no changes of importance.

Tapiocas steady and somewhat mer. Satisfactory demand continues.

Paprikas (Hungarian) in good demand at previous quotations. Spanish selling fairly well at unchanged prices.

Seeds, Herbs, Etc.—Seed for clothing needs are in demand. Prices quoted from abroad are generally higher than spot quotations. Araway is firm. Poppy and mustard in good demand.

McCORMICK & Co., Inc.  
Baltimore, Md.

#### Evaporated Apples, Etc.

Prices on spot evaporated apples old very firm owing principally to lack of offerings. The bulk of the stock is in cold storage, and holders are not overly anxious to move them. Prime quality is notable from  $5\frac{3}{8}$  to  $5\frac{1}{2}$  cents f. o. b. in 50-pound boxes; choice to  $6\frac{1}{4}$ , with fancy 8 to 9 cents; cartons  $\frac{1}{2}$  cent per pound higher. The blossom has been at its height the past week, and has been much larger than was expected. All varieties excepting Baldwins have blossomed full, while the latter is about  $\frac{1}{3}$  to  $\frac{1}{2}$  of an average one. This has caused a pressure to sell future goods, and prime quality (export grading) in carload lots has sold down to 6 cents f. o. b. boxes. There are not many sellers, however, as most of the traders are inclined to wait and see how well the fruit sets.

Raspberries are firmly held at 16 to 16 $\frac{1}{2}$  cents.

C. C. HALL.

Rochester, N. Y.

#### Imported Fish Specialties.

The recent cold spell has stimulated business in both herring and mackerel somewhat, and a fair hand-to-mouth business has been done, although very much at the expense of values.

Our agents in Ireland report total shipments to date of 1912 Irish autumn mackerel of 31,076 barrels; 1911 Irish autumn mackerel of 1,517 barrels.

Although business in general seems to be rather quiet and dull, we really have no reason to complain about the business done during the last week. It is only natural that the trade, in expecting the tariff on our goods to be lowered, will buy only from hand-to-mouth, but taking into consideration these circumstances, trade in general has been quite good.

Sardines have been selling freely on a hand-to-mouth basis, showing that stocks in general are not very large. Fishing in France has not started yet. Fishing in Portugal is



### Freihofers Baking Company, Philadelphia

#### WHAT TO TELL CUSTOMERS

"FREIHOFFER'S EGG ELBOW MACARONI is so tender, delicious and nourishing, that if you try it on my recommendation, you'll thank me for telling you about it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Tell your customers about

*Freihofers*

## EGG ELBOW MACARONI

FIRST:—It's absolutely PURE, made of best eggs and farina. SECOND:—It's made in a sanitary American factory, where machines do the work instead of human hands. THIRD:—When it's cooked, it's the most delicious, most tender, most wholesome macaroni anyone ever tasted. Tell your customers these facts and get them buying FREIHOFFER'S EGG ELBOW MACARONI; it pays you a good profit and you can depend on steady sales, because its quality is so pleasing.

## Mason's Shoe Dressings

Are the Easiest to Sell  
Because So Well Known



MASON'S WHITE DRESSING for White Shoes is sold all over the world and is used by shoe manufacturers because it is THE BEST.

MASON'S TAN COMBINATION for Tan Shoes is equally well known and good.

Both are made by the manufacturers of the famous MASON'S BLACK SHINE.

Every one of your customers USES shoe dressing and you should sell them this staple line of polishes which pays you over 75 per cent. profit. You can get this trade if you'll handle MASON'S,

because it is the standard line. Cheap, unknown polishes will only stick on your shelves—MASON'S SHOE DRESSINGS AND POLISHES WILL SELL.

### JAS. S. MASON COMPANY

138-140 North Front Street

PHILADELPHIA



#### WHAT TO TELL CUSTOMERS

"I'd rather sell you MASON'S SHOE DRESSINGS than any other because I can absolutely guarantee them to give you satisfaction."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



very little, and not sufficient to cover the demand. Fishing in Norway ought to start in a few days. Stocks here are not important and prices all along the line very firm.

STROHMEYER & ARPE Co.  
New York.

#### MARKET NOTES.

Strawberries are plenty and cheap. Receipts are from Virginia and Eastern Shore, a few from Maryland. The range is 7 to 15 cents per quart.

Lima beans are still scarce and high. A few are coming, bringing \$4.50, and even at this price they are not extra fancy.

The first Florida peaches are in market, but consisted only of a few packages. They sold at \$8, an enormous price. The quality was very fair.

Corn is scarce and shows poor quality. The price is \$2.50 to \$3, with a fair sale.

Watermelons are still scarce and high—\$1.50 to \$2 each.

New potatoes keep about the same. Floridas average \$4.75 and

Georgias and Charleston stock \$4. The demand is fair. Old potatoes are still plenty.

California cherries range from \$1.50 to \$4, and are in fair demand.

Asparagus is scarcer, and the price has advanced from a range of 15 to 18 cents to 25. The cold weather was responsible.

#### THE NEW YORK LETTER.

(Continued from page 15.)

at consignment points, Arbuckles 4.20 and other interests 4.30.

A stronger feeling in spot canned tomatoes has resulted from the reports of damages by frost to growing plants in Maryland. It is said that everything now offered at 75 cents as standard No. 3 Marylands is really off in quality, and offers at 77½ cents are getting less frequent. In fact, it is getting hard to locate lots at less than 80 cents, according to some of the brokers. Improvement is also shown in the demand for spot 2s and 10s. Bargains are still to be had in spot corn, but most of the buyers are taking supplies only in the hand-to-mouth way. The aggregate of business made up of small orders

is said to be fairly satisfactory, however, and is steadily sending supplies into consumption. The demand for spot peas is slow, but the crop reports keep holders firm in their views.

Spot California canned fruits are moving in a quiet and steady way. Peaches are favored in the buying. Prices are steady. Southern fruits are quiet but offerings are light and holders are not giving concessions. There is a fair demand for pineapples.

California dried prunes on the spot although not active are yet moving steadily into consumption and as a result the market has a firmer tone. It is predicted that prices will gradually work up to a parity with those at the coast. There is a small business in spot apricots but the market is firm as a result of coast conditions. Dried peaches are quiet and steady, as are also raisins and currants.

The flour market is dragging. The dealers say that they must get \$4.60 for spring wheat patents in jute in order to break even, but buyers are not willing to take hold at that figure. What business is transacted is in small lots.

In the egg market there is now a firm tone. The arrivals are said to be moderate for the season. Much of the best selected stock is going into the warehouses. Most of the storage packings are selling at 21½ cents, but some fair lots are sold at 21 cents, and some of the closely graded Northern eggs of strictly fancy quality brings as much as 22 cents. The average receipts from the West, current collections, sell quite promptly at 21 to 21½ cents, with inferior grades, and most of the Southern stock ranging lower. Fancy nearby eggs bring up to 22 to 24 cents.

Butter is firm with a good clearance of current receipts. The creamery extras bring 28½ to 29 cents and there is only a moderate supply of firsts at 27½ to 28 cents. The small quantity of process butter available to substitute for fresh creamery brings as much as 28 cents.

FRED. A. MCGILL.

#### CORRESPONDENCE.

As to "Goods That Are Advertised to Your Customers."

New York, May 9, 1913.  
To the Editor.

Dear Sir:—Referring to your issue of May 5th containing a list of "Goods That Are Being Advertised to Your Customers," we find in checking over "Leslie's Weekly" for April that we carried 2,695 agate lines of foodstuffs and other articles which you had included in your list.

The following magazines, according to your statement, carried advertising as follows:—

McClure's, 2,464 agate lines; Outlook, 2,352 agate lines; St. Nicholas, 2,016 agate lines; Century, 1,232 agate lines; Harper's Magazine, 1,064 agate lines; Scribner's, 1,008 agate lines; Smart Set, 224 agate lines.

In making up your statement, do you think it would be a good idea to give the number of agate lines of advertising carried by the various publications, since they are of such a variance in size, and the standard magazines are credited with a page while their page measures only 224 agate lines as against 800 lines for the "Ladies' Home Journal" page, while both are credited with one page?

If you would total up the number of lines devoted to goods in which your readers are interested—in each publication—and then make a grand total, multiplying this total by the total cost per agate line for all magazines checked, you would put up an argument to the merchant which we believe would be very impressive. For instance:—

## "THE BEST BY EVERY TEST"

# Sauer's

FLAVORING EXTRACTS

## THE EXTRACTS THAT SELL

Sauer's Flavoring Extracts are the largest selling brand of extracts in the entire country, and this great business has been built up strictly on the basis of **purity** and **quality**. The success of our policy proves Sauer's Flavoring Extracts are the *best for you to sell*; they have pleased wherever introduced, so they are sure to please your customers and bring you steady sales and good profits.

### THE C. F. SAUER COMPANY

Richmond, Va.



#### WHAT TO TELL CUSTOMERS

"We sell and recommend Sauer's Flavoring Extracts because they are absolutely pure and always give entire satisfaction."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants





Ladies' Home Journal—Toasted Corn Flakes, 800 lines; Old Dutch Pancaker, 400 lines; total, 1,200 lines at \$7 per line, \$8,400.  
 Delineator—Toasted Corn Flakes, 500 lines; Old Dutch Pancaker, 500 lines; total 1,000 lines at \$5 per line, \$5,000.  
 Total amount spent in above publications during month for advertising of foodstuffs and general merchandise.

Yours very truly,  
 LESLIE'S WEEKLY,  
 Charles B. Nichols, Advertising Manager.

#### Improve the Quality of Norway Mackerel.

The packers of Norway mackerel are working to improve the quality of that part of their product which comes to the United States by having the fishermen wait until later to catch the fish, so they will have a chance to get larger before being caught. With this object the following circular has been sent to all the fishermen, being signed by all the large Norway packers:—

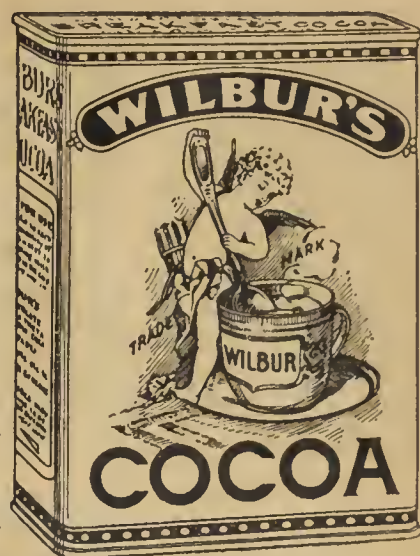
To the Norwegian and Swedish Fishermen:—

Owing to the poor quality of mackerel which has been landed during the last year and sold and bought as autumn mackerel, we, the undersigned exporters, take the liberty to ask the fishermen to leave the hook and line fishing later than formerly. Under any circumstance we will beforehand draw all attention to the fact that mackerel caught earlier than the 20th of July will, by the undersigned, be sold and bought and marked as summer mackerel, and the fishermen must be prepared to sell this fish at a cheaper price.

Further, we must point out that it is necessary that the fish be handled more carefully than was the case last year, as all mackerel received will be carefully inspected.

When we bring forward these requests it is as much in the fishermen's interests as our own that these requests be carried out, as otherwise it will be impossible to sell mackerel to the American market at such a price as to be profitable for the fishermen.

We would therefore request the fishermen to mark every barrel with the date (which the crew can witness) of the catch of the mackerel. Further, we reserve ourselves the right to sort poor and thin fish from that caught after the 20th of July, so that we will be able to deliver a real fat fish, which can be sold as autumn mackerel.



IS  
BEST  
FOR

## HOW TO SELL Wilbur's Cocoa

Tell your customers about the delicious Cakes, Cake Icing, Puddings, Pudding Sauces, Desserts and Candies they can make with WILBUR'S COCOA and you'll find it easy to sell them POUND and HALF-POUND cans instead of QUARTER POUNDS. They'll buy OFTEN, too.

This is the right idea in selling WILBUR'S COCOA—to sell it as a FOOD as well as a BEVERAGE, for COOKING as well as for DRINKING.

Send us the names and addresses of some good customers and we'll mail to each a copy of our Recipe Booklet "COOK'S TOURS THROUGH WILBURLAND" and a coupon that will bring them to you to buy WILBUR'S COCOA. You make a good profit on WILBUR'S COCOA—let us show you how to increase your sales.

**H. O. WILBUR & SONS, Inc.**  
 PHILADELPHIA

Baking  
 Cakes  
 Cake Icing's  
 Charlottes  
 Custards  
 Ice Cream  
 Puddings  
 Pies  
 Sauces  
 Desserts  
 Candy  
 Hot Cocoa  
 Iced Cocoa  
 Cocoa Syrup

PUSH YOUR OWN BRAND OF

## Peanut Butter

We will pack the best quality under your OWN PRIVATE LABEL in vacuumized glass drinking tumblers; also Mason jars, cans or pails.

**Upham, Miller Co.**  
 NEW YORK

Manufacturers, Importers and Packers of Food Products of the Finest and Most Exclusive Grocers in America.

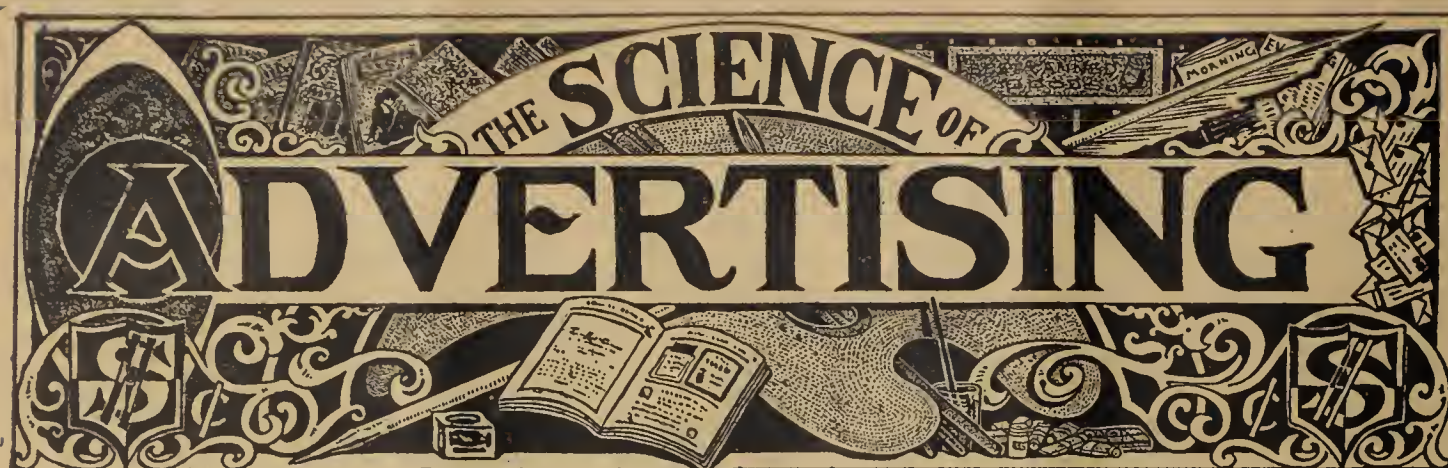


### WHAT TO TELL CUSTOMERS

"When you use WILBUR'S COCOA for icing cakes you don't have to cook it, like chocolate. This saves time and trouble and there's no danger of your icing being lumpy."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants





Philadelphia, May 6, 1913.  
Editor "Science of Advertising."

Dear Sir:—I destroyed all the circulars that were left over from the last issue, but I inclose you one of the previous issue for your criticism.

Yours truly,  
WM. ARTHURS.

The circular which Mr. Arthurs encloses was really a card, 7 x 12 inches, of very light yellow, the printing being done in black. Both sides were printed, the best side being reproduced:—

reader of an advertisement, in my judgment, wants to know exactly what he or she will have to pay for the advertised article, and not within a range of two or three cents of it. There is of course a reason for advertising "Choice tender steaks at 20-22-24 cents." The reason must be a variation in quality, I suppose, but the reader might find it hard to understand if a "choice, tender steak" can be obtained for 20 cents, why it is neces-

steaks, the reader is apt to miss the impression.

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There is nothing especially notable about this advertising. It is like a dozen and one other cards, circulars and dodgers that one sees in use by city grocers. It seems to me that if I were a neighborhood city grocer I should sit up nights to make my card, or circular, look different from the mass of others. When you have done that, and follow it up by putting something on the circular which will make people want to read it after they have recognized it, you will be in a way to get maximum results from advertising.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

#### Australian Fresh Meat Can be Brought Here in Three Weeks.

And Even Then it Won't be as Long in Cold Storage as American Meat. Some is Already Coming to Western Markets and Paying 1½ Cent Duty. More Will Come When it Goes on Free List.

Special Correspondence of "Grocery World and General Merchant."

San Francisco, Cal., May 8, 1913.

There is considerable speculation here as to whether the proposed reduction in the duty on fresh meats will allow it to come in here in increased quantities from foreign countries. Already some fresh meat has come in here from Australia and New Zealand, even paying 1½ cents a pound duty.

A year or two ago an Australian firm sent a large consignment to San Francisco, but found that the

Government doctors would not allow it to come in. It was also claimed that when landed it could not be sold for no retailer dared touch it lest the American packers should refuse to sell him anything. In the end the meat was sold to some of the large packers under an agreement that the firm would never ship any more to San Francisco.

Later a New Zealand meat exporting company sent a moderate consignment intended really as samples, and found similar difficulties, both in landing and selling. There was a loss in the transaction and the New Zealand firm also quit. Prices have ruled so high, however, that the foreign firms have been given an additional incentive and have already successfully shipped in one consignment. It was landed and sold in the open market. Other cargoes are on the way and the importation of meat from Australia and New Zealand will probably be regular from now on. At present frozen meat—or any meat—pays a duty of 1½ cents a pound, but it is morally certain that meat will soon be on the free list. Australian—and especially New Zealand—mutton is excellent. The passage requires about three weeks and the meat is no longer in cold storage than half the meat now sold in American markets.

E. M. WALTON.

#### New Standard Bill Introduced In Congress.

A bill, introduced in the National House of Representatives during the week by Congressman Tuttle, of New Jersey, fixes the standard barrel for fruits, vegetables and dry commodities other than cranberries. The length of staves is fixed at 28½ inches and the diameter of the head at 17⅞ inches; the distances between the heads is 26 inches and the circumference of the bulge is put at 64 inches. It is provided, however, that any different form of barrel having a capacity of 7,056 cubic inches shall be a standard barrel. For cranberries the barrel is to have a stave 28½ inches and the diameter of the head is to be 16¼ inches. The bill if it becomes an act is to go into effect on July 1, 1915, and it is declared in it that its provisions shall not be made to apply to the packing and shipping of commodities sold exclusively by weight or numerical count.

## FRESH MEATS

that are sweet and tender, at rock bottom prices.

**Good Stewing Beef 14-15c lb**

**Nice Fresh Ground Hamburg 15c pound**

**Best Pure LARD cut to 12½c lb**

**Sour Krout cut to 3c qt**

**Nice Lean Little Shoulders Pork at lowest prices**

**Fresh Country Veal**

**Choice Chuck Roast 16c lb.**

**Prime Bolar Roast . . . 18-20c pound**

**Cross cut Roast . . . 16-17c pound**

**Choice tender Steaks 20-22-24c**

**Boiled Ham . . . 10c quarter pound**

**Lunch Roll . . . 8c quarter pound**

**Bologna and Halfsmokes . . . 17c pound**

**NICE LEAN PICNIC HAMS . . . 14c pound**

**Wm. Arthur's** Cut Price Market  
**184 W. Lehigh Avenue**

READ THE OTHER SIDE

I have never believed it good advertising policy to advertise a range of prices in the way it is done here. On both sides of this card Mr. Arthurs has quoted "18-20 cents pound," "20-22-24 cents," and so on. All of his prices are not quoted in that way, but many are. The

sary to pay 24 cents. That is the difficulty of advertising a range of prices, or, in other words, several articles, or grades of articles, at one time—unless you take the space to make it clear that you are not advertising one thing, viz., "choice, tender steaks," but three grades of





## Franklin Carton Sugars Include All Active Selling Grades

*And are packed in 24, 48 and 60-lb. containers*

FRANKLIN CARTONS save time, prevent loss by overweight, save bags and string. We do the "factory work" of *packaging* the sugar—you do the "store work" of selling it. The saving of time, overweight and string enables you to make a positive profit on sugar instead of a loss. You can sell any grade of sugar your customers want in the convenient, sanitary carton; the capacity of the containers enables you to buy in the most convenient quantities.

**THE FRANKLIN SUGAR REFINING COMPANY, Philadelphia, Pa.**

*"Your customers know FRANKLIN CARTON SUGAR means CLEAN SUGAR"*



Our extensive advertising has made everybody *know* FAIRY SOAP and it's easy for you to *sell* what everybody *knows* about.

The big, white, floating, oval cake of FAIRY is the BEST soap a nickel can buy and the easiest a grocer can sell.

**"Have you a little 'Fairy' in your home?"**

**THE N.K. FAIRBANK COMPANY**

**CHICAGO**

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"





CCVII.—Legal Redress Against Telegraph Companies Who Make Mistakes in Business Transactions.

The following query, the sender of which, a New York wholesale merchant, asks me to withhold his name, gives me an opportunity to say a word about contracts made by telegraph, and what is their legal status when broken:—

We have watched carefully to see if in some of your legal articles you would touch upon a case which recently happened in our experience, but as you have not done so, we are taking the liberty to lay it before you and ask what is our redress under the circumstances.

On March 25th we received an offer by wire from a customer for a certain lot of goods. The price was satisfactory and we accepted, also by wire, and shipped the goods. The customer accepted them and nothing happened until we sent a statement in the ordinary course of business, when the buyer wrote a hot letter, saying that the price he had offered and which we had accepted was so much less. We replied, sending a copy of the telegram we received, showing that we had charged only the price named in the offer. The buyer still refuses to pay the bill in full, but sends us a check for the amount he says that he offered. What is our redress? We would not have accepted the figure the customer says he offered under any circumstances. The order was for a round lot and the difference amounts to nearly \$200.

Without doubt somebody has been negligent here, and whoever that is must pay you your damages. Who is to blame does not appear from your statement of the case. The truth will instantly be revealed, however, by an examination of the original message filed in the telegraph office by the customer. If it shows the price he says he offered, it is the telegraph company's mistake and it must bear the brunt. If it bears the higher price, which the telegraph company transmitted, then of course it is his own fault, and he must pay the bill in full.

The chance is that the telegraph company is at fault, because in such a case, where it is a matter of buying goods at a price, the company is much more likely to go wrong than the person who is naming the price and making the offer. Even if it is the company's mistake, however, it does not necessarily follow

that it must pay this correspondent anything, as I will explain.

A telegraph company is considered by the law a common carrier, and is judged by the same law that controls railroads. The law does not compel it to insure the absolute correctness of every message transmitted, nor to insure its safe and correct delivery. Generally speaking, a telegraph company is liable only for losses caused by its own negligence or wilful default.

Here in a nutshell are the things which the telegraph company is held responsible for:—

1—It must transmit messages without delay. This does not mean immediately, but promptly—in the ordinary course of business.

2—It must transmit messages correctly, but if it does not, it is liable only for errors caused by its own want of care.

3—It must deliver promptly and diligently. Again this does not mean immediately, but in the ordinary course of business at the place of destination.

4—It must deliver to the proper person, but delivery to the wrong one is not necessarily negligence. It depends on the facts of the particular case.

If the company is negligent in any of these respects, this correspondent or any other person who is injured by that negligence, can recover whatever he has lost. In most States a telegraph company is forbidden to make its patrons sign contracts relieving it from the consequences of its own negligence, but in a few States it can do that. In the majority of States the telegraph company, no matter what it does, must make good for its own want of care.

Now how much can the telegraph company be made to pay? That depends on the facts of each case. Only the amount of money which represents the direct and immedi-

ate result of the negligence can be recovered. This excludes damages that might possibly have happened as the result of the negligence. For example, in a Georgia case a business man sent a wire which the telegraph company failed to deliver promptly. He sued for damages on the ground that if the message had been delivered in time he *might have* obtained a modification of a contract to his advantage. The court held that this was too remote.

It also excludes damages that are wholly speculative. In a District of Columbia case the plaintiff sued a telegraph company because it mixed up a message directed to him, causing him to fail to perform a certain contract which would have held him some customers. He misunderstood the message, didn't perform the contract and the customers left him. The court said that this was too conjectural.

Lost profits can often be recovered. In a recent case the owner of certain goods instructed an agent by wire to sell them at the market. The telegraph company transmitted the message so that it read exactly the opposite way from the way it was sent, and the sale was not made. Later the seller had to take a much lower price, and the court said he could recover the difference as damages.

In several other cases, orders for goods were not delivered, owing to the telegraph company's negligence, resulting in the buyer having to pay a higher price. Here the injured party was allowed to recover—if the market had advanced—the difference between what he could have bought for had the message been delivered, and the price he afterward had to pay at the same place. In most cases the buyer cannot recover, however, the profits he expected to make out of the goods he would have bought. But

sometimes he can. In a certain case, A ordered goods by wire. Expecting to get them, he resold them at a profit. Through the negligence of the telegraph company the message was not delivered and A did not get his goods. The court said A could recover his profits because he had lost them—the sale fell through—through the telegraph company's fault. In many States, however, profits cannot be recovered in such a case unless the company knew that A had resold the goods.

Often telegraphic orders for goods are erroneously transmitted. If the result is that the seller sends more goods than were actually ordered, he can recover any depreciation in their value while they were traveling, plus cost of transportation both ways.

Through mistake in telegraphic messages, goods are often shipped to the wrong place. Depreciation in value, if it occurs, and transportation expenses, can also be recovered here.

The courts of all States are constantly having cases brought in them in which market quotations sent as preliminary to a deal, have been wrongly telegraphed. In such cases the party injured can almost always recover his losses. If the mistake made it necessary for him to take less for his goods than he expected, he can recover the difference, or if he is the buyer, and through the company's mistake must pay more, he can recover the difference.

Sometimes A and B are in business relations, depending on market quotations. There are cases where A sent B a telegram that the price had advanced. The company failed to deliver it and B, having no notice of advance and expecting to pay the same as last, placed an order. He can make the telegraph company reimburse him for the excess amount he was obliged to pay.

(Copyright, May, 1913, by Elton J. Buckley.)

Question: A. H., Detroit, Mich.—I wish advice in regard to an accident policy I hold. I had an accident happen to me while operating a meat grinder in my butcher shop and lost the first joint of second finger. The company does not want to pay me for five weeks' lost time and doctor's bill. Can I collect the benefits? They promised me benefits. Policy was issued to me by the Great Eastern Casualty Co., of New York. I would like your advice on this as soon as possible. I am a regular subscriber to your journal.



answer.—Whether you can recover under your policy depends on what the policy provides. If the injury you suffered is included among the injuries named in the policy, you can recover what the policy says you shall recover in a case. This is usually so within a week, and the doctor's bill is not always included. The interpretation of insurance policies is usually a matter for a lawyer.

NOTE.—Requests for information in this Department should be clearly set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconception. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. Signature and address of the sender must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

#### Foreign Eggs Come in Under Reduced Duty?

Present Duty Five Cents Per Dozen, Proposed New Duty Two Cents. Opinions from United States Consuls in China, from Which We Now Get Cheap Eggs.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C., May 15, 1913.

There have been many inquiries as to whether eggs could be brought to this country from foreign countries under the reduced tariff. The present tariff on eggs is 5 cents a dozen, and under the proposed tariff 2 cents a dozen.

Touching the question, the United States Consuls at various ports in China, which is an enormous producer of eggs, from which we already get large quantities of cheap eggs, have written as follows:

The obstacles to shipment of eggs from China to the United States are not insurmountable, but may be serious. In the first place the present exchange value of silver is high. Secondly, it is possible that any material demand abroad for eggs in this market would immediately increase the price, although in time it is likely that the supply could be increased to meet the new demand. Arrangements would have to be made to transport the eggs in modern cases shipped to this market for the purpose, for modern means and methods of handling eggs are unknown here.

Wholesale dealers in Canton quote the following prices for eggs, per basket of 100: Chicken, large, 75 cents gold; medium, 90 cents; small, 76 cents. Duck, large, \$1.04; medium, 90 cents; small, 76 cents. There is no exportation of eggs from Canton to the United States.

HOLT.



HOUSEHOLD COOKING



GRIDDLE CAKES & WAFFLES



CANDY MAKING

# Karo

(REG. U.S. PAT. OFF.)

USED EVERY DAY  
USED EVERY WAY

Our extensive advertising has made KARO the biggest selling syrup. It is not only the national favorite as a table syrup because of its purity, fine flavor and high food value, but it is also extensively used in cooking and home candy making. We have shown the KARO can in newspaper, magazine, street car and billboard advertising everywhere, and your customers know it as soon as they see it. Make a good display of KARO and you are sure to have an ever increasing sale to satisfied customers.

Besides its many other uses, Karo is widely used for home preserving. It will pay you to speak of this to your customers, because Karo pays you a profit and sugar does not.

## Corn Products Refining Company

### New York



#### WHAT TO TELL CUSTOMERS

"You'll find **KARO** superior to other syrups or molasses, not only for hot cakes but also for cooking and candy making."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants





### Oh, Mamma, See What Abey Went and Done!

Hully gee, listen to this! I cut it out of a Philadelphia paper last week:—

#### GROCEER FINED \$100 FOR KISSING WOMAN

Abraham Shapiro, of Camden, Punished  
by Judge Boyle for Hugging  
Female Customer.

It cost Abraham Shapiro, a grocer, in Camden, \$100 yesterday for kissing and hugging a woman. The fine was imposed by Judge Boyle. The woman said that when she called at the store of the defendant for the purpose of purchasing groceries, he kissed her. She told the Court that she went straight home and told her husband.

Abraham, I'm ashamed of you. Papa will have to whip you. Naughty, naughty!

The meanest part of the whole business is that you were so blamed stingy about not sending for me when the kissing fest was on.

You see the muss you got in, trying to put the thing over all by yourself. Let this be a lesson to you—never, never kiss a customer again without having me on the premises. Me, I am the daddy kisserroosa from the place where kisserroosas grow on trees. I will give a written guarantee to kiss any kind of a female, from a cow up to Lydia Pinkham, without making one of 'em mad at me.

You sure are some clumsy boy, Abey, getting yourself arrested, and all! Holy punk!

Talking about ads, ain't this Camden lord doped out a great one for himself? Instead of trading stamps, see what he gives. Great thing for trade—to make the women know that the minute they set foot inside of his store they're likely to be shoved behind the cheese safe and kissed to death.

I can see the parade of female dried-ups that that newspaper notice started Abey's way.

I think it's all right to kiss your customers, if you want to. The worst of it is that so many fellows don't go about it scientific-like. They start to kiss 'em the same way they candle an egg. There ain't anything to that. I've told so many of my customers that they ought never to kiss a female customer while their hair smells of kerosene. Most women don't like that. It's plumb easy to kill the kerosene smell—all you have to do is to chew up a mouthful of raw mackerel—you can't notice the coal oil at all after that.

Once in a while you'll find a fussy female that will kick about the mackerel, too—you can't suit everybody with one flavor; you

have to flavor up to suit the different demands, don't you understand?

Some of my customers tell me that a favorite blend with them is a good chew of Jolly Tar and a sprinkle of Worcestershire sauce. They call it the turkey squash, and it's a great thing with customers between eighty and ninety years old. Give 'em a couple of them, and they start right in to buy canned goods by the case.

Gee, but I often wish I was in the retail business—there's such a lot of chance to put over big trade-bringing stunts like this. I can't do anything like that, being in the wholesale business. I'd be afraid to try it on.

The trouble with a lot of retailers is that they don't go about this kissy business with any sense. They don't size up their people—they treat 'em all alike. For instance, say a grocer grabs a female customer the minute she comes in, and kisses her. She pulls out half his whiskers and sticks a hat pin in his eye. In time, after he's had more experience—a new beginner maybe wouldn't know this right at the start—he'll know that she is trying to tell him, in her ladylike way, that she don't like that kind. So many of my customers will do

it the second time the same way as the first. It's so plumb foolish of you!

The thing to do is to study you females. Get their views on it. You can't use the same stunt with a customer sixty years old and weighing two hundred and thirty, than you can with one only forty and weighing eighty-seven. Some females like to have their faces washed out before they get kissed and they get sore if anybody does it but the boss himself. You see there are all sorts of customers. One of my customers tells me that he sells a fat woman who always expects him to paddle her good with a shingle before he gives her the regular morning kiss. It's a case of going about it right, using some brains. That's what you didn't do, Abraham; better luck next time, old sport!

THE STROLLER.

String beans have declined, and now range from \$2.50 to \$2.75 for Georgia and South Carolina stock. Floridas can be bought as low as \$2. The supply is heavy, and the demand is poor.

## Creating More Business

Every cake of Fleischmann's Yeast you sell means added sales of flour, butter, sugar and so forth. Your customer never uses the Yeast alone. Therefore, the more Fleischmann's Yeast you sell, the more your general trade increases—it's a good business builder.

The Fleischmann Co.



## The Shelf Will Tell the Story

¶ If you are looking for merchandise that is easier to sell because it is different, and because it therefore has a talking point, you have it in **Private Estate Coffee**. Out of a shelf full of ordinary coffee the little one-pound **Private Estate** burlap bags will stand sharply out. Look at the cut—you can see the distinctiveness yourself.

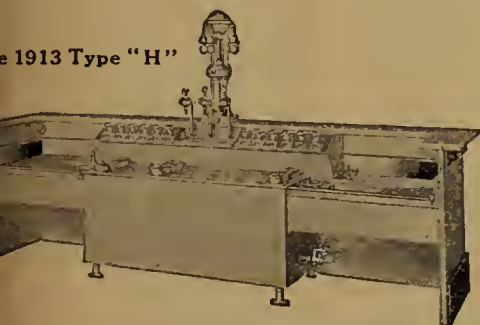
¶ **Private Estate Coffee** is a rich blend of Mexican and other beans, largely Mexican, and it will hold and deepen all the good impression that the little bag makes.

**PRIVATE ESTATE COFFEE COMPANY** 21-23-25 Fulton Street  
FULTON MILLS NEW YORK  
Successors to F. A. CAUCHOIS & CO.



## "Liquid" Iceless SODA FOUNTAINS are Crated Ready for Shipment

The largest soda fountain builders in the world will ship you a splendid soda fountain on a day's notice, and yet give you a selection from the finest line of STOCK FOUNTAINS ever built. A dozen or more styles, and every one of them attractive, well built and mechanically perfect.



1913 Type "H"

Ask a "Liquid" salesman to show you photos of these 1913 Stock Fountains:

**TYPE H — THE ARISTOCRAT  
PEERLESS  
ROYAL**

Built in many sizes and styles, to fit every taste and price to suit every pocket-book.

*The "Liquid" Carbonic Company*  
CHICAGO New York Boston  
Pittsburg Cincinnati Milwaukee Minneapolis  
Atlanta St. Louis Kansas City Dallas Los Angeles

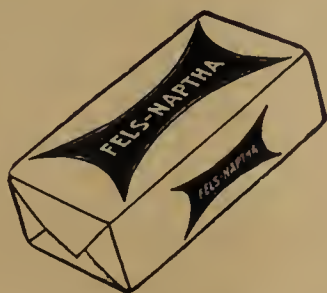
All expensive frills left off.  
Built compact to save space.  
Cost cut almost in two.  
Refrigeration scientifically correct.  
Service speediest of all.  
Sanitation scientific and complete.

The biggest money maker you can put into 8 feet of counter space in your store.

Send for full information. Mention this paper.

## Your money

is making more money when freely invested in **Fels-Naptha** soap; sales are certain and steady. Quality keeps **Fels-Naptha** soap selling. Say "**Fels-Naptha**" to your jobber to-day if stock is decreasing.



*Fels & Co.*  
PHILADELPHIA

## Picnic Specialties

No Lunch Basket Complete Without Them

### BURK'S Meat Loaf

Composed entirely of fine selected meats—contains no flour or cereals. Baked fresh daily in loaves of about six pounds.

Makes a quick and delicious breakfast sliced and fried in a little butter.

Cut in thin slices it can be served cold for luncheon, or warmed in the oven in one piece to take the place of a roast.

### BURK'S Lunch Roll

(Copyrighted)

SUBSTITUTE FOR BOILED HAM

Composed of lean, tender pieces of pork, mildly cured, stuffed in linen container and boiled.

Far superior and more delicious than boneless boiled ham, being juicy, mild and sweet; also less expensive and not near so wasteful—in fact no waste at all. Much finer in texture and just as easily sliced, or more so, as this can be done in a slicing machine.

The cover is readily removed by cutting the seam and then stripping off the sack as the roll is consumed. This prevents it becoming dry and is a sanitary feature that appeals to the consumer, as it keeps the product clean while displayed on the counter and untouched by hand while slicing, a vast improvement as compared with handling the greasy, unprotected boneless boiled ham.

MEAT LOAF and LUNCH ROLL were originated by us, now imitated by others, but none equal to Burk's, which are prepared from only the choicest materials.

**LOUIS BURK**  
Girard Avenue and Third Street  
PHILADELPHIA



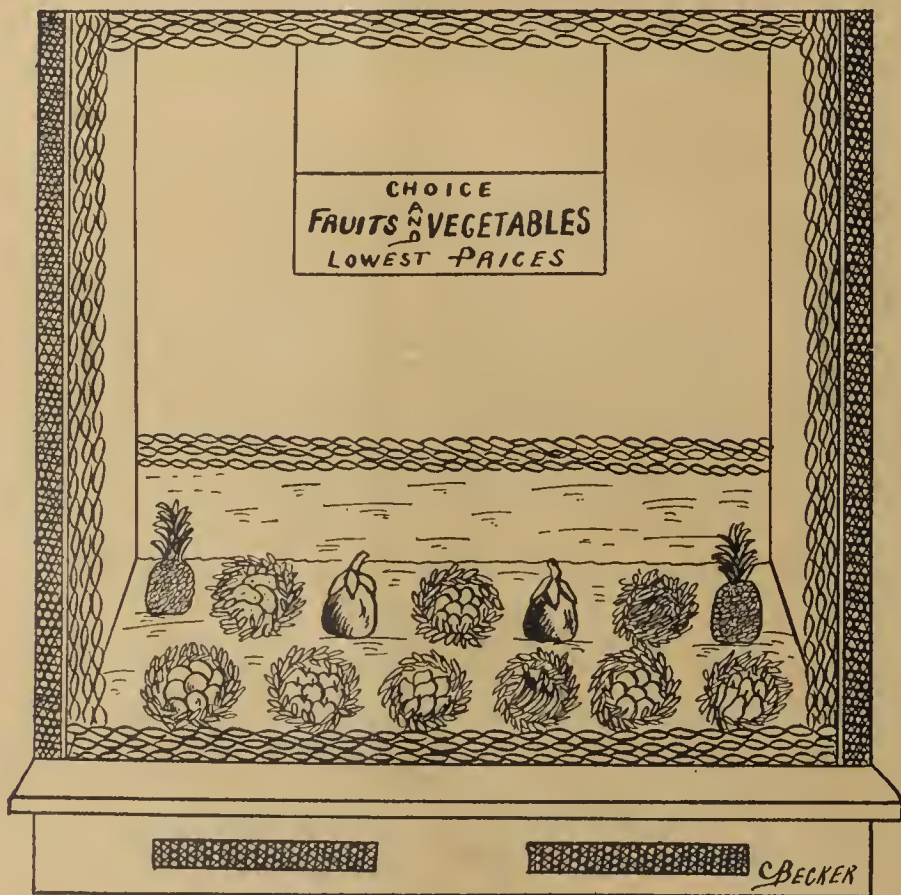


## Two Memorial Day Trims

No. 1.

Two more suggestions for Memorial Day trims.

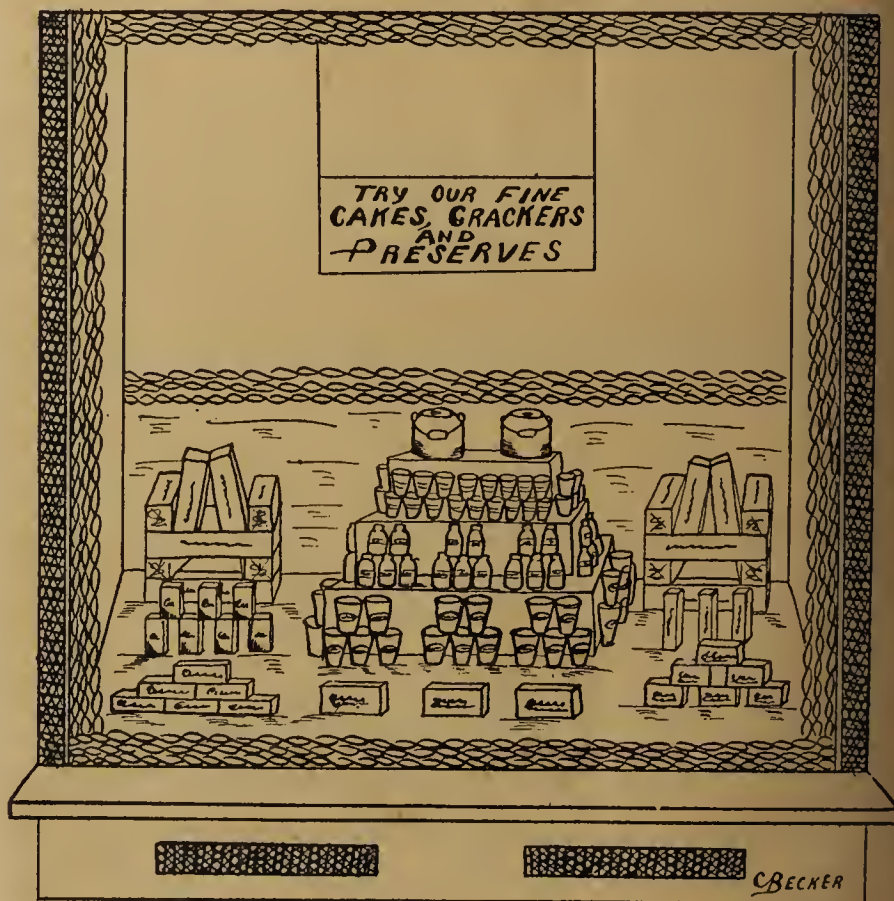
The fruit and vegetable display is arranged as follows: First cut red, white and blue crepe paper in strips about two inches wide. Tack one strip of each color on each side of the window at the top, twist and then tack at the bottom. Arrange the strips at the top and bottom the same way against the glass. Cover the bottom of the window



with white crepe paper. Place some laurel sprays in circles and fill them with fruits and vegetables. Place pineapples and eggplants between the circles towards the rear. For the background, run a width of the white crepe paper across the rear and finish at the top with the colors. Suspend a large, neat sign card with lettering as illustrated.

No. 2.

The display of cakes and preserves is arranged in the following manner: Place the colors against the glass, as described for the other window. Cover the bottom of the window with white crepe paper. Along the front place pyramids of dainty cakes in boxes. In the centre make a pyramid of boxes and cover it with white crepe paper.



and on and around it place jelly and preserves. At each side arrange crackers and milk lunch as illustrated. This done, make the background as described for the other window; but its height depends on the pyramid in the centre. Suspend a large sign card with lettering as in cut. This trim shows up very well in a large window.

### California Fruit Packers Will Show Net Weight.

Packages of California deciduous fruits sold on the Eastern markets this season will carry markings that will exactly indicate the quantity of contents. These packages are of various forms and weights and have heretofore been sold at so much per package. The new regu-

lation was really adopted to comply with the new New York State regulations. The Coast fruit packages will be marked in the manner that here follows: Grapes in crates, 25 pounds net; in baskets, 6 pounds net. Apricots and plums in crates, 20 pounds net. Pears in boxes, 46 pounds net; half boxes, 23 pounds net. Cherries, each box, 8 pounds

net and 8 cartons of 12 ounces each. Each carton in the box is to be marked 12 ounces net.

### April Failures Show Small Increase.

The April report of failures in grocery and general store lines showed a slight increase over April

of 1912, the increase being much smaller in general store failures than in grocery failures. The figures are as follows: General store failures—April, 1913, 163; liabilities, \$1,626,174; April, 1912, 160; liabilities, \$1,220,262. Grocery failures—April, 1913, 246; liabilities, \$1,258,646; April, 1912, 212; liabilities, \$864,512.



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and Canada.

AND

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## This Law the Bane of Dishonest Commission Merchants

**Under the Act Recently Signed by New York Governor, Counterpart of Which is Pending in Pennsylvania, Commission Merchants in Butter, Eggs, Cheese, Fruit and Vegetables Must Deal Honestly With Their Shippers or Go Out of Business. Can Do Business Only Under License and After Filing Bond.**

As recently reported, the Governor of New York has signed the law requiring commission merchants in butter, eggs, cheese, fruit and vegetables to take out a license and file a bond before they can do business. It goes into effect August 1, 1913, and is particularly interesting to the trade in this State, because its practical counterpart is pending in the Pennsylvania Legislature and is very likely to become a law.

The New York Merchants' Association, which took an active part in shaping the law, has sent this journal a statement as to this most important new law, and how it will probably operate. The salient part of the statement is here reproduced:

After August 1, 1913, no person shall receive or offer for sale on commission any kind of farm produce without a license. Application for the license must be made to the State Commissioner of Agriculture before June 1st, and it must contain full particulars regarding the applicant, his responsibility and his business. A fee of \$10 must be paid for the license and the applicant must give a bond for \$3,000 to secure honest accounting to the consignor of the moneys received from the sale of farm products sold on commission.

The Commissioner of Agriculture may bring an action against the principal and sureties for the recovery of any money not honestly accounted for.

The Commissioner of Agriculture or his assistants are authorized to investigate, upon the verified complaint of an interested person, the record of any applicant for a license or any transaction involving the receipt or sale of farm produce on commission, failure to make true accounting and settlement at prompt and regular intervals, false statements as to the condition of produce, false statements as to market conditions with intent to deceive; and for this purpose the Commissioner of Agriculture or his assistants may examine that portion of books or documents relating to the transactions involved, and may take testimony under oath.

When a consignor of farm produce fails to obtain satisfactory settlement, after having notified the consignee, a certified complaint may be made to the Commissioner of Agriculture at the expiration of ten days after notification of the consignee.

The Commissioner of Agriculture must attempt to bring about an adjustment; failing this, within seven days, he is directed to cause a copy

of the complaint, together with notice of the hearing thereon, to be served upon the commission merchant. Decision must be filed in the office of the Commissioner of Agriculture at Albany after the hearing, and if facts are established which cause the Commissioner of Agriculture to revoke the license, he shall bring an action on the bond within sixty days after the filing of the decision.

The Commissioner of Agriculture may refuse or revoke a license where he is satisfied of the existence of the following cases:—

1. Where a money judgment has been entered against the commission merchant and execution has been return unsatisfied.

2. Where false charges have been made for handling or for services rendered.

3. Where there has been a failure to account promptly and properly, or to render statements, with intent to defraud.

4. Where false statements have been made regarding the quality or quantity of goods received for sale on commission when the same might be known on reasonable inspection.

5. Where a false or misleading statement of market conditions has been made with intent to deceive.

6. Where there has been a combination to fix prices.

7. Where the commission merchant purchases the goods for his own account without prior authority therefor or without notifying the consignor thereof.

The refusal of the Commissioner of Agriculture to grant a license, or his revocation of a license, may be reviewed by a writ of certiorari.

Every commission merchant is required, upon the receipt of farm produce and as he handles and disposes of it, to make a record thereof, containing the name of the consignor, the date of receipt, the kind and quality of the produce, the amount sold, the selling price and the items of expense connected therewith. This record, together with payment in settlement for the shipment, must be mailed to the consignor within forty-eight hours unless otherwise agreed.

Any person who shall receive or sell without a license in this State any kind of farm produce covered by the new law shall be guilty of a misdemeanor. The following offenses are also made misdemeanors: Imposing false charges for handling or services.

Failure to account promptly and properly or to render statements, with intent to defraud.

The making of false or misleading statements as to market conditions with intent to deceive.

Entering into any combination to fix prices.

Purchasing for his own account any goods received, without prior authority from the consignor, or without prompt notification to the consignor.

Making false statements as to grade, condition, markings, quality or quantity of goods shipped, with intent to deceive.

### Oleo Production and Consumption Increase.

Figures covering the consumption of oleo for each month of the past year in the Chicago district, which is the center of the industry, show quite an increase in the twelve months. Official reports of the actual output of oleomargarine in the Chicago district for the month of April show the following production: Colored, 351,761 pounds; uncolored, 8,286,449 pounds; total,

8,638,210 pounds. Renovated butter output in April was 1,177,176. This was a decrease of nearly 50 per cent. Actual production of oleomargarine in the Chicago district alone for the past year and also of renovated butter, was as follows, in pounds:—

1912	Oleomargarine	Renovated Butter
April .....	6,932,681	1,430,107
May .....	6,528,742	1,315,288
June .....	4,653,793	1,055,800
July .....	4,102,070	943,400
August .....	4,864,699	1,105,400
September ....	5,801,256	1,277,500
October .....	8,130,875	1,439,407
November ....	8,228,982	1,512,420
December ....	9,220,400	1,677,558
January, 1913..	8,552,313	1,687,382
February .....	8,609,898	1,846,602
March .....	8,418,500	2,107,500
April .....	8,638,210	1,177,176

## Trade Fomenting Over Pennsylvania House Bill 527, Under Which Grocers and General Storekeepers Could Not Sell Household Remedies, Simple Drugs and Extracts

**Jobbers' Associations Issuing Warning Notes to Retailers, as Pennsylvania Retail Merchants' Association. If Bill Pass Grocers Cannot Even Sell Washing Soda or Extracts.**

Both the wholesale and retail trade of Pennsylvania are beginning to foment about House Bill 527, which has been several times referred to. It is a pharmacy bill, and would prevent grocers and general storekeepers from selling household remedies, simple drugs and possibly even extracts. The Wholesale Grocers' Association of Pittsburgh and the Tri-State Wholesale Grocers' Association are working energetically against it, and so is the Pennsylvania Retail Merchants' Association. The Pittsburgh Association has issued, through some of its members, the following letter to the retailers of that section:—

### IMMEDIATE ATTENTION OF RETAIL GROCERS!

Pittsburg, Pa., May 17, 1913.

Dear Sir:—By the provision of a bill, now pending in the Pennsylvania Legislature, retail grocers will not be allowed to sell such ordinary household remedies as extract of witch hazel, essence of wintergreen, saltpetre, sal soda, rochelle salts, sulphur, vaseline, etc.

This bill is known as House Bill No. 527, and passed second reading in the House on May 8th, and unless immediate protest is made, will be passed finally within a week from date.

The bill, which relates principally to pharmacy, has the support and indorsement of the retail drug trade of Pennsylvania and repeals the General Pharmacy Act of 1887, which permits the sale by retail grocers of ordinary household reme-

dies. Tell your Representative the provisions of the Act of 1887, permitting storekeepers to sell general household remedies, should be reinserted in Bill No. 527. *The bill, as drawn, prevents you from selling drugs for either man or beast.*

Delay in filing your protest is dangerous and, therefore, lose no time in writing your Representative and demanding of them that the bill be amended to permit you to retain your common rights and privilege as a merchant and a taxpayer.

Aside from your home representative, write as many more as possible, and by all means send strong protest to Mr. Geo. W. Richards, chairman of the House Committee on Health and Sanitation, Harrisburg, Pa.

It is of vital interest to every retail grocer in the country or outlying districts to act promptly—otherwise this bill will pass and at once take from them a very considerable portion of their trade, while on the other hand, the retail druggist will continue as a competitor in tobacco, guns, candies, brushes, stationery and a hundred and one other items that have nothing in common with the drug trade.

Respectfully submitted,  
WHOLESALE GROCERS' ASSOCIATION  
W. L. Danahey, Secretary.

The Pennsylvania Retail Merchants' Association has sent postcard notices all over the State requesting every association and every grocer to write or wire a protest to their legislative representatives asking that an amendment be added allowing stores other than drug stores to sell the drugs, medicines and extracts which they have always sold.



# Match This If You Can!

---

See if you know any Rennet Proposition that equals this of James T. Shinn's Liquid Rennet:—

1—We guarantee it to be made under the cleanest and most fastidious conditions.

2—We guarantee it against spoilage, which we could only do safely with an absolutely clean rennet.

3—We guarantee it to work with unusual celerity—to curdle milk in two to five minutes.

4—You make 100 per cent. profit out of it—costs you \$1.50 and sells for \$3.00.

Now, do you know any other Rennet that you can sell with such absolute safety to yourself and your customers? You probably have a couple dozen customers, at least, who are'nt using **Rennet** now because some other brand—unguaranteed—spoiled on their hands. All these will buy **James T. Shinn's Liquid Rennet** if you will tell them how safe it is.

---

## SHINN & KIRK

1400 Spruce Street

- - - -

Philadelphia



## The New York Letter

**New Co-operative Store Proposition. National Food Trades Association to be Organized. Tea Firm Still Fighting for Its 2,217 Chests of Condemned Artificially Colored Tea. Another Blow at Quantity Prices Dealt by Tobacco Trust.**

Special Correspondence of "Grocery World and General Merchant."

New York, May 22, 1913.

A proposition to open 60 co-operative retail stores under the auspices of several civic associations and with assistance or supervision by State authorities is now made and it is said that the stores will actually be opened soon in the expectation of cutting down the cost of groceries, provisions and meat of all kinds to the consumers by eliminating middlemen.

Under the provisions of a law passed at the last session of the Legislature the Governor has appointed a deputy commissioner of agriculture, who is to assist co-operative societies and supervise their work in the expectation of bringing the producer and consumer into closer relations.

In accordance with the plans thus provided the New York State Market League is getting ready to open the stores. This is the league of which W. C. Osborn is president and H. V. Bruce secretary, and which conducted a long inquiry into market conditions and the cost of living in the last two years. In opening stores, the league expects to have the co-operation of such organizations as the Woman's Municipal League, the Housewives' League, the Allied Consumers League and other societies of a similar kind.

The amount of money to be saved the people of New York City by the operation of stores is modestly stated to be many millions a year, from \$50,000,000 a year upward being the estimates.

The promoters of the movement speak of displacing many of the middlemen such as commission merchants. They have said nothing officially as yet about how many retailers they expect to drive out of business as the result of operations of such great magnitude as they contemplate. When one of them was asked about this he said that without doubt many of the present grocers and their clerks may obtain employment in the new co-operative stores.

Neither wholesalers nor retailers are worrying about the new stores. A veteran in the trade who has been observing the developments closely gave the reason why, in his opinion, nobody in the trade feels any anxiety.

The vital weakness of the scheme he said is that there is no evidence anywhere of the State of New York being able to do things cheaper than private persons. On the contrary, everything done under State auspices costs a lot more than if it is done by private persons.

While the State will not conduct directly the new stores yet the relations of the enterprise with the Department of Agriculture and with politics will be such that it will practically be subject to political influences. This is so evident that the dealers cannot regard the project as a menace; they do not conceive how it can achieve any permanent success.

In everything in which the State or the politicians have much to say wages of labor are, of course, higher than the ordinary scales and hours are shorter. The State could not get grocery clerks to work the present long hours for the present pay. That is not the political way of doing things. If the State or any concern affiliated in any way with a State department tried to get labor on such a basis there would soon be action by the labor unions and when the unions speak the politicians in any department generally dance to the union tune.

The supervision of such a class of stores, if the State dominates them, will probably cost more than the profits of the present retail grocers. Rents and every other item generally go up when the State is concerned.

For a few weeks co-operative societies have done well enough while a few enthusiasts have given their time and money freely to make a store succeed. But as soon as the enthusiasm wears off in most cases in this city the stores have closed or have been taken over by private concerns, as in the

instance of the Madison Peters stores.

In the case of a big chain of co-operative stores assisted by the State it is supposed that they must be put upon some kind of a regular business basis from the first and can hardly expect to have rooms donated or labor given free for the cause. It is even predicted that with something of this kind in sight quite a lot of politicians will soon be looking for nice berths and perhaps are even now pulling the wires.

Thus far there has been a "reform" stripe to whatever politics noted in the movement, but even "reform" does not mean economy in all cases. Sometimes the contrary is the case and it is still to be demonstrated that the proposed new stores can be conducted any more economically than the stores that are now supplying the public.

\*\*\*

A petition in bankruptcy was filed this week against Schulman & Koldehoff, wholesale grocers at 2020 First avenue, by three of the creditors. The firm was formed last October, succeeding another firm at that time. The liabilities are estimated at \$30,000 and assets at \$8,000. The assets include \$5,000 in stock and \$3,000 in accounts. The court appointed a receiver.

\*\*\*

New incorporations include S. Scheuer & Sons, Newark, N. J. The company has a capital stock of \$100,000 and is authorized to deal in groceries, meats and fruits. Incorporators are R. H. Scheuer, L. K. Scheuer, A. P. White, all of Newark.

\*\*\*

The Legislative Committee of the American Specialty Manufacturers' Association has issued a call for a meeting to form a National Food Trades Association.

The object of forming the new association is to get the various other associations now in the field to work together on questions of common interest.

It is expected that five delegates from each of the important food associations will meet June 6th in the Marlborough-Blenheim, Atlantic City, N. J., at the close of the annual convention of the National Wholesale Grocers' Association. The delegates are to outline plans for forming the new association.

Among the subjects of joint interest to which the new association will give attention is that of obtaining uniformity in the food and label laws of the nation and of the various States. The present diversity, it is recognized, is unfavorable to the best interests of the various factors of the trade. A nearly all business is now of an interstate character, the matter has become of great interest. Uniformity in the laws would mean a big saving in money for the trade as a whole.

\*\*\*

The retail trade and the wholesalers as well are greatly interested in the reports of the proceedings of the National Retail Grocers' Association in annual convention this week in St. Louis. New York is well represented at the convention.

\*\*\*

An amended bill has been filed in the United States District Court by Carter, Macy & Co. in its efforts to save 2,217 chests of tea, valued at \$20,000, which the collector of the port intends to throw into the sea. The courts refused the original petition of the company for an injunction to restrain the collector from destroying the teas and now the company, as a last effort has filed its amended petition.

This is the tea condemned because of the presence of artificial coloring, according to the test made by the Tea Board. The company, in its amended petition claims that the requirements of the law were not properly observed in making the various tests.

\*\*\*

Stephen M. Knevals, well-known in the sugar trade, died Tuesday at his home in Ridgewood, N. J., in his 74th year.

\*\*\*

The recent action of the American Tobacco Co. in striking from its jobbing list the names of the two big drug companies that have been cutting prices at retail and its further action in withdrawing quantity prices are hailed by many of the opponents of quantity price in the grocery trade as significant of the trend of the times.

Those who take this position say that quantity prices are the real basis of price-cutting and that fixed prices are the best protection of the small dealers against their big competitors.

Further, it is argued, that if a company sells at retail, as these



g companies do, then the manufacturer is not justified in giving jobbers' prices, however large be their purchases. It seems the drug companies were getting supplies at prices which gave them a vast advantage over ordinary retailers. Many retailers did not sell certain goods of the Sacco company in competition with the drug companies and this acted unfavorably on the distribution of the products. The big Sacco company found that it was the good will and services of a big army of retail distributors cannot profitably depend on a few big retailers as a substitute for the many small dealers.

#### SUMMARIZED MARKET CONDITIONS.

Spot coffees are quiet. Because the light trading prices are more or less nominal. The reaction in the market helped in giving the market a dull tone. In mild grades of business is of a routine character, both at first hands and among jobbers.

The tea market continues quiet and there is very little even of jobbing business, so prices are merely steady. Reports from the primary market tend to depress the local conditions for the present, at least, as the primary prices showed a downward tendency as compared with last year. Japans are dull and unsettled.

Refined sugar has reacted, with keen competition for trade and unsettled conditions all around due to the tariff and other factors. The Federal cut its selling price to 10 cents and this was met by buckles and Warner. The American and Howells quote 4.20 cents for fine granulated. The distributors have not thus far responded to the lower prices and continue to buy only from hand to mouth. The prospects seem to point to a continuance of this policy for some weeks at least.

In spot canned vegetables there is an increased demand for small lots, buyers coming back frequently for lots of 25 to 50 cases or more. There is still no trouble in buying 3 Marylands at 77½ cents factory f. o. b., but some of the packers have sold all that they desired at that figure. Buyers who are particular to get the best goods in that grade are paying as much as 80 cents and even 82½ cents. It

(Continued on page 22.)



## Pearl Borax Soap will wash anything from a lace curtain to a blanket

Wherever PEARL BORAX SOAP is introduced it sells, because women find that *it does the work*.

Every cake weighs a *full pound*—sixteen honest ounces. Pearl Borax is a hard, white, pure soap that will do two to three times as much per cake as ordinary soap. It does not *waste*. It will not injure the skin nor the finest fabric. It will take out grease and dirt like magic.

IT SELLS STEADILY BECAUSE IT SATISFIES like all Young's Soaps, and our plan of redeeming the wrappers for high-grade gifts keeps the sales and profits coming in *all the time*.

### CHAS. W. YOUNG & CO.

Makers of Soaps of Merit

ESTABLISHED 1877

PHILADELPHIA



#### WHAT TO TELL CUSTOMERS

"PEARL BORAX SOAP lasts longer than ordinary soap because it's a *full pound* of hard, white, pure soap, not 8 to 12 ounces of fat and rosin. It won't hurt the hands. The wrappers are redeemable for fine gifts."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



# WITH THE EDITOR

There is certainly some strange legislation coming to the surface these days, not only legislation that is being adopted by current legislative sessions, but laws passed several years ago and just now being enforced as a part of the general campaign against unrighteous competition.

For instance, there is the Federal law of 1887, which was enforced in a very interesting case last week. The act was evidently intended to stop the typical Standard Oil practices of finding out from railroad companies the details of competitors' consignments with the idea of heading off and interfering with their sale. The act provides that no railroad company shall give information about the "nature, kind, quantity, destination, consignee or routing" of a consignment of merchandise, to anybody but the person entitled to receive it. It also makes it criminal for the consignee's competitor to receive such information. The penalty is a fine up to \$1,000.

The act is now being enforced against Harry C. Shimer, a wholesale egg dealer of 336 Washington street, New York, who is accused of asking and receiving from an agent of the B. & O. Railroad Co. information as to two consignments of eggs sent to other wholesale egg dealers.

The air is full of *created* crimes. So far as the writer knows, there has been no general enforcement of this act up to this time, though it has been a law for twenty-six years. Only now when the screws are being applied so tightly in all directions have the authorities felt the courage to enforce it. A few years ago finding out the sources of your competitor's supplies and queering him in their sale was considered "slick," "sharp," "clever," "good business." To-day it is punishable by a possible fine of \$1,000! And so it ought to be, so far as the "queering" is concerned, but there is nothing objectionable in seeking information about what goods are coming to competitors, for that is a part of market conditions. The objectionable part is using that in-

formation in illegitimate ways. The law, however, penalizes the innocent with the evil, in which it is like a great many of the reform laws that are so tumultuously issuing from the legislative mills.

The most laudable and praiseworthy platform of the National Housewives' League, as to buying food products, will never amount to much because it asks water to run up hill. This platform appears in another column. It asks women to "insist

**Good But Wholly Impracticable.**

upon cleanliness in the handling of food," a thoroughly good thing, but thousands of women won't do it, for they lack the cleanly instinct, just as some grocers lack it. The critical instinct of cleanliness is born, not made. The platform also asks women to carefully read all labels, which, the writer ventures to suggest, they will also not do, because it takes too much time and a concentration of purpose which many women do not feel.

The demand in the platform that women refuse to buy cold storage food "which has been held to the detriment of condition or advance-

ment of price," would if acted on advance the price of the fresh products so much that the women who brought it about would be sorry they ever heard of the subject.

That portion of the platform under the heading "In Justice to Tradesmen" is fine, and will get the eager amen of every grocer in the business. But it is even less likely to amount to anything than the other portions. First, the platform asks women, "in justice to tradesmen," to so plan their orders that but one delivery a day is required; to pay cash or settle credit account promptly; to keep their hands off goods exposed for sale, and to prefer stores that close at 7 o'clock. These suggestions will amount to nothing because they are opposed by the selfishness and the self-interest that with many women, even no doubt with some of the members of the Housewives' League, are dominant qualities.

## This is Now a Law in Pennsylvania

### AN ACT

For the protection of the public health and the prevention of fraud and deception by regulating the storage and sale of cold storage foods and fixing penalties for the violations of the provisions thereof and providing for the enforcement thereof.

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That this act shall be known and may be cited as the "Cold Storage Act of 1913."

Sec. 2. The term "cold storage," as used in this act, shall mean the storage of food at or below a temperature of 40 degrees Fahrenheit in a cold storage warehouse.

Sec. 3. The term "cold storage warehouse," as used in this act, shall mean an establishment employing refrigerating machinery or ice for the purpose of refrigeration, or a place otherwise artificially cooled, in which articles of food are stored for thirty days or more at a temperature of 40 degrees Fahrenheit or under.

Sec. 4. The term "food," as used in this act, shall mean the fresh flesh of animals and fresh products therefrom, the fresh flesh of fowls, fresh food, fish, eggs and butter, which have been stored in a cold storage warehouse.

Sec. 5. The word "container," as used in this act, shall be taken to mean any bag, band, barrel, basket, bottle, box, caddy, can, canister, carton, crate, firkin, hogshead, jar, jug, keg, stopper, vessel, wrapper, frozen bulk or any similar or analogous utensil receptacle, band or wrapper in which food may be kept stored, sold or offered for sale.

Sec. 6. The word "marked," as used in this act, shall be taken to mean written, printed, stamped or painted, or any other means whereby words or figures may be indicated in or on a container or on any cover attached thereto.

Sec. 7. The term "wholesome," as used in this act, shall mean fit for human food.

Sec. 8. No person, firm or corporation shall operate a cold storage warehouse without a license issued by the Department of Agriculture, through its agent, the Dairy and Food Commissioner. Such license shall be issued only on written application, stating the location of such warehouse. Upon receipt of the application the said Dairy and Food Commissioner shall cause an examination to be made into the sanitary conditions of such warehouse. If it be found to be in a sanitary condition and properly equipped for the purpose of cold storage, the Dairy and Food Commissioner shall cause a license to be issued authorizing the applicant to operate a cold storage warehouse during the period of one year from the date of such license. No license shall be issued until the applicant therefor shall have paid to the Dairy and Food Commissioner the sum of \$50. A license shall be required for each separate warehouse building.

Sec. 9. Whenever any warehouse licensed under the provisions of this act, or any portion of such warehouse, shall be deemed by the Dairy and Food Commissioner to be in an unsanitary condition, it shall be the duty of the Dairy and Food Commissioner to cause such warehouse, or portion thereof, to be closed until it shall be put in a sanitary condition. If such changes be not made within a reasonable time, the Dairy and Food Commissioner may suspend or revoke the license granted for the operation of such warehouse. It shall be unlawful for any person, firm or corporation to operate any such warehouse, or portion thereof, when the same shall be closed by order of the Dairy and Food Commissioner.

Sec. 10. It shall be the duty of every person, firm or corporation that shall be licensed to operate a cold storage warehouse to keep an accurate records of the receipts and withdrawals of food therefrom. The agents of the Dairy and Food Commissioner shall have free access to such records at all times. It shall be the duty of each person,

(Continued on page 17.)

The cold storage food bill has passed the Pennsylvania Legislature, been signed

**The New Pennsylvania Cold Storage Food Bill.**

by the Governor and is now a law, though it does not

become operative for ninety days after final passage. The full text of the new law is published in this issue. It applies to fresh meats, poultry, fish, eggs and butter, and has for its chief object informing consumers of the fact when food is sold to them which has been in storage.

The operations of this act will of course affect the retailer, but the main burden of complying with it will fall upon him who first puts food in storage, for under the law he must mark it with its storage dates. "All food, when deposited in cold storage warehouses, shall have plainly marked upon the container the date that such food shall be placed in such warehouse." The date of withdrawal must also be marked upon it, and this burden will also fall upon the person who stored. All storage food must be sold with these marks upon it, and where the original storage package is broken and the contents repacked in smaller packages after



...ning out of storage, the smaller packages must bear the marks also, together with the additional mark "Wholesome Cold Storage Food." The latter mark must also be on the original package when sold at wholesale, but need not be on it when it goes into storage.

Various periods are prescribed for which different foods can be legally kept in storage. If stored longer it will be illegal to sell them. This means revolution in some respects. Eggs stored in March, for instance, must be withdrawn and sold by November or they cannot be sold at all. It probably means that no storage eggs can be sold after January in any year.

#### Wisconsin Jobbers Ask for New State Laws that Will Not Put Them at a Disadvantage Under United States Supreme Court Decision.

The Wisconsin Wholesale Grocers' Association has asked the Wisconsin Legislature for the repeal of practically every existing Wisconsin food law and the substitution therefor of an amendment which it was contended contains provisions uniform with the national food law. Representatives of the Wisconsin Wholesale Grocers' Association, including its legislative counsel, contend that this action is necessary at this time because the United States Supreme Court, as they asserted, had ruled to the effect that retail grocers who have received from other States shipments of packages containing individual containers of articles of food, and when received at their stores and the individual containers taken from the shipping boxes and placed upon the retail dealers' shelves, said grocers are entitled to sell said individual containers of goods unrestricted by State food laws. In consequence of such alleged condition of affairs it is contended by the representatives of the Wisconsin Wholesale Grocers' Association that the Wisconsin food laws worked a great injustice to Wisconsin wholesalers, who, because they make the second sale within the State, are not within the protection of the United States decision. Commissioner Emery appeared in opposition to the bill. He asserted that the contention of the representatives of the wholesalers as set forth above was absolutely erroneous; that the United States Supreme Court had not laid down the above doctrine in its decision.



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Armour & Company

## Follow the Leader

Armour's Grape Juice Girl will be the advertising sensation of the year. You will see her in magazines, in picture shows, on signs, on bill boards. This typical figure is one of the features of our giant advertising campaign, which will multiply demand for

## Armour's Grape Juice

BOTTLED WHERE THE BEST GRAPES GROW

Our advertising will make *thousands* of *new* customers for Armour dealers. It will win the *multitudes* to the Armour Brand.

To get your share of the profits of this big money-making line, get our new Grape Juice Window Display, our handsome Store Signs, Display Racks and Store Decorations.

These trade-winners are *free to you*. They will *boom* your Grape Juice Sales. The purity, extra goodness and superfine flavor of the Armour Brand will keep this trade *coming* and *growing*.

### Special Offer to Grocers

We have a special proposition for *you*. We will *pay* you to work with us to increase *your* sales. This is co-operation to the limit. Ask us for full details. Write now.

GRAPE JUICE FACTORIES  
AT WESTFIELD, N. Y., AND  
MATTAWAN, MICH.

ARMOUR AND COMPANY

CHICAGO



#### WHAT TO TELL CUSTOMERS

"Try Armour's Grape Juice on my recommendation; you're sure to like it. Its absolute purity is guaranteed by Armour & Company."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## National Retail Grocers' Association in Convention Decides to Join With Other Trade Branches in Creating Business Arbitration Court

**Sixteenth Annual Meeting at St. Louis, Mo., Largely Attended and Successful. Decide Not to Bother With Limited Prices for Present. Schwab the New President, Green Secretary Again.**

Special Correspondence of "Grocery World and General Merchant."

St. Louis, Mo., May 23, 1913.

The sixteenth annual convention of the National Retail Grocers' Association opened here last Monday, May 19th, the headquarters of the delegates being Planters' Hotel. There were about 250 delegates present and registered, which is considered a very fair representation. Before the opening of the actual convention business, the usual preliminaries were gone through with.

The first real business was the reading of the annual report of President Lux. Considerable interest was attached to this because of the belief that this would be the last annual report which Mr. Lux would make as president. For the most part the report covered familiar ground and made the following recommendations:—

### RECOMMENDATIONS.

This association must come forward and realize at least some of the expectations that its promises have excited.

First.—We must redouble our efforts to amend our National Bankruptcy Law so that it will not apply to claims for necessities of life.

Second.—There is no question but the poor man pays the 10-cent tax on oleomargarine. No one else uses it, and for the poor man's benefit that law should be repealed.

Third.—We must continue our fight against free deals, quantity price and special privileges of all kinds. To my mind the jobber or manufacturer who charges me more for my goods than he does my competitor, steals the difference from me, and our laws should place him in the same class with the thief.

Fourth.—When we ask that the manufacturer be allowed to fix a retail selling price that will yield us a reasonable profit on his goods, we must also be most emphatic in our demand that the price to the consumer be within the bounds of reason. The confidence of the consumer is the greatest asset in the retail business, and if we fail to protect him he will seek other markets.

Fifth.—We must continue our search for the cause of lower prices to the mail order houses than the retail merchants can buy the same class of goods for.

Sixth.—Many a man and good cause have been defeated by lies. We should be in a position to take care of those false statements in

relation to the retail business which frequently appear in the public press. We should establish a publicity bureau. That bureau should issue a weekly bulletin, containing articles to appear in the public press, as well as in the trade papers.

Seventh.—We should try to amend our Sherman Anti-Trust Law, and, in fact, all our State anti-trust laws, so that they will not apply to retail merchants' associations. I notice that none of the last appropriation for the Federal secret service shall be used to prosecute labor or farmers' organizations.

Eighth.—A Federal pure advertising law.

Ninth.—In conclusion, I recommend that a committee of three be appointed to solicit contributions from the delegates to this convention for the benefit of the grocers of Ohio and Indiana, who suffered by the recent flood, and that the amount raised be turned over to National Secretary John A. Green for distribution.

Next was introduced Arthur J. Giles, secretary of the British Federation of Grocers, whose presence was considered a matter of considerable interest. He made an entertaining speech, in which he said that the trade evils which were being fought in England were not materially different from those in vogue in this country and chiefly comprised chain stores, trading stamps, premiums and high cost of living. At the conclusion of this address Mr. Giles was elected an honorary life member.

The president appointed the following committees:—

Auditing: George M. Peterson, Minnesota; E. F. Lyon, Louisiana; S. Finnigan, Massachusetts; F. Pigford, Mississippi; Phil Meyer, Texas, chairman.

Resolutions: A. J. Dahn, Minnesota; L. E. Merrick, Oregon; L. F. Padberg, Missouri; P. J. Murray, Rhode Island; W. Hanson, New York; W. H. Cook, Ohio; W. M. Morgan, Texas; T. P. Sullivan, Illinois; Charles J. Kramer, Arkansas; C. J. Petri, Wisconsin; George H. Young, Kentucky; W. J. Hickey, California; G. W. Darner, Nebraska; M. J. McClelland, Colorado.

Credentials: J. H. Schafer, Ohio; M. J. Slattey, Wisconsin; Harry Wissman, California; George Schemel, Missouri; Walter Horn, Illinois.

Rules and Order: P. J. Koch, Kentucky; Henry Eysling, New York; M. J. Maloney, Michigan; William Lichtenfels, New York.

On Monday afternoon the principal subject of discussion was the discontinuance of the "Price Maintenance Committee," in view of the expressed desire of so many manufacturers not doing much with limited prices while the Government is taking its present stand.

The treasurer's report showed the year's gross receipts to be \$10,315.13 and cash on hand \$5,945.85.

Secretary Green also reported during the day, making the following points:—

Free Deals.—At the last National convention a resolution was passed condemning free deals and quantity price. During the year this matter has been taken up both by correspondence and personal solicitation as explained to you by the chairman of the Trade Relations Committee. Many of the manufacturers put it up to the retailer, declaring that when they attempt to take away the free deal the retailer openly asks for it and withholds his order for some future time when a deal will be on. About the first of January the question of having a meeting with a number of manufacturers making the same line of goods was considered. The question to be taken up was free deals and quantity price and maintained price. Just at this time the Southern Wholesale Grocers' Association was sued by the Government as a combination in restraint of trade and the meeting abandoned.

Legal Advice.—The court has decided that for any association of manufacturers, jobbers or retailers to use its influence to prevent other merchants from either obtaining goods or securing them at the lowest possible price, is acting in violation of the Sherman Law. With these recent decisions before us it is a serious question whether the photographing of the pages of mail order house catalogues and the sending of these pages to the membership of associations cannot be construed in the light of a violation of the Sherman Law. It was my purpose to send out information from these catalogues so that the retailer might post himself and demand a price that would permit him to compete. Why not concentrate on a demand for price protection? The retail merchandising game has resolved itself into a free, open fight. We believe that the retail merchant pays too much attention to "trade ethics" and too little to figuring profits. If all possibility of making a profit were eliminated, every merchant in the country would immediately retire from business. We are heartily in favor of keeping business in reasonable trade channels, but we cannot agree that this is the most important factor in enabling the merchant to conduct a successful business.

Legislation.—Every resolution adopted at the Oklahoma convention has been given careful consideration. Had it not been for the vigorous fight put up by the opponents of parcels post we would have a very different parcels post arrangement from the Bourne Bill. Our efforts to repeal the tax on colored oleomargarine have brought to the attention of the consumer the unjust position of the Government. We must redouble our efforts along this line. The apple barrel and apple grading bill was passed and signed by the President in August

and will go into effect next July. A barrel must contain so many cubic inches (three bushels) and the apples must be the same size and quality all the way through.

His report also attacked bills which are pending in various State Legislatures in the interest of the drug trade, preventing grocers and general storekeepers from selling drugs and medicines.

The discussion as to discontinuing the "Price Maintenance Committee" was really precipitated by the report of F. B. Connolly, of California, the chairman of that committee. It was he who recommended its discontinuance, which after some discussion was moved and carried.

Another report was by C. E. Beinert, chairman of the Trade Relations Committee. He recommended the formation of a central body to be composed of members of the Trade Relations Committees of the National Wholesale Grocers' Association, National Retail Grocers' Association, National Canners' Association, American Specialty Manufacturers' Association, to which various questions touching all branches of the trade could be referred for arbitration. Some of the questions which could properly go before such a body he said were: "Free deals" and "Quantity prices."

The report aroused considerable discussion but resulted in nothing definite.

A report by Sol. Westerfield, of Chicago, chairman of the Committee on Ways and Means, also showed something of the financial situation of the organization. It showed that the total moneys received from per capita taxes were \$4,735.50, which was an increase over the year before of \$1,747.75. Money was received from the following States: Arkansas, California, Colorado, Iowa, Illinois, Kansas, Kentucky, Louisiana, Michigan, Massachusetts, Minnesota, Missouri, New York, New Mexico, Nebraska, Ohio, Oregon, Oklahoma, Pennsylvania, which gave next to the smallest amount; Tennessee, Texas, Utah, Washington, the District of Columbia, and Wisconsin. The total amount paid by the Wessels Company as the association's share of advertising revenues was \$4,362.92.

The first speaker on Tuesday, the second day, was George E. Lichty, president of the National Wholesale Grocers' Association, who talked about the need of closer



lations between manufacturer, dealer and retailer. He made the point that a considerable item of the cost of conducting any business was unnecessary service, which represented extravagant expenditures made for the purpose of catering to over-particular customers. Mr. Lichty cited the case of a retail grocer who twenty years ago was doing \$60,000 a year with himself, a delivery boy, two clerks and a cashier. In 1912 the same store did \$129,000 but was obliged to employ five men and a cashier, besides the proprietor. It also used five two-horse delivery teams with a driver for each. The cost of doing business in 1890 was 9 per cent. and in 1912 was 23 per cent.

Mr. Lichty also advocated the appointment of a central body consisting of representatives from all of the large national associations to be called something like "The Economy Conference," the jurisdiction of the committee being to settle such questions as "contents of packages," "number of packages in a case," and "size of packages," etc.

Next came various State reports, after which there was an address by John Taylor, of Minneapolis, on "Salesmanship."

Much of the session on Tuesday was taken up by discussing the report of the Committee on Rules and the Committee on Credentials.

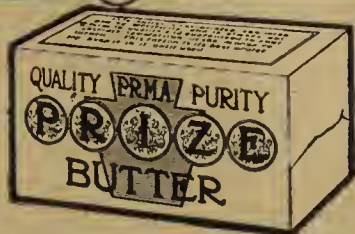
A. C. Monagle, secretary of the American Specialty Manufacturers' Association, and Bert M. Fernald, president of the National Canners' Association, also made brief addresses.

The Wednesday session opened with a resumption of the controversy over the manner in which voting and election of officers was to be conducted. Everything done so far seemed to be leading up to the question of election, as it was generally known that there were several candidates for every office, and the entire session was taken up with log-rolling and politics.

The first address on Wednesday was by J. E. Linihan, president of the American Specialty Manufacturers' Association, who referred to the cutting of prices as one of the great sources of loss in the retail grocery business. He said the great majority of the manufacturers of specialties were in favor of a reasonable control of prices by manufacturers. He talked in favor of selling advertised brands and the

**PRIZE  
BUTTER  
IS  
PACKED**

**TO SUIT  
YOUR  
TRADE**



**PRIZE BUTTER** is packed in tub, carton or print, as you may require; we also salt it and color it to suit your trade.

It must suit all conditions, because we're going to make it the best known and biggest selling butter in Pennsylvania. We call it "PRIZE BUTTER" because you can "win trade" with it, and you can also depend on it to *hold* trade, because your customers will find its *quality and flavor always the same*. The way to build up a big sale on PRIZE BUTTER is to tell your customers about it, keep on telling them, have your clerks tell them—get your customers to try it, and they'll not only keep on trying PRIZE BUTTER, but they'll like it so well they'll tell others and send them to your store. People who come to your store for PRIZE BUTTER will also buy other high-grade articles that pay you good profits. Butter trade is worth working for; you can *get it* and *hold it* with PRIZE BUTTER.

**P. F. BROWN & CO.**

39, 41 and 43 South Front Street

PHILADELPHIA



**WHAT TO TELL CUSTOMERS**

"Here's a butter that's made especially to please our best customers—PRIZE BUTTER. I want you to try it this week and then let me know if it isn't exactly what you always wished you could get."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



need of retailers, wholesalers and manufacturers combining on some plan for meeting mail-order houses.

Other addresses before the one o'clock adjournment on Wednesday were by Anderson Pace, of Chicago, who spoke on "Getting the Business," and W. H. Ukers, president of the Grocery and Allied Trade Press.

The business of Thursday morning's session consisted of more politics and log rolling as to the election of officers. There was a long wrangle over the question whether the ballot should be secret or not, but it was finally decided that the idea of the trustees that the ballot be secret and that the count be a majority one should prevail.

Next came the report of the Committee on Resolutions, which also aroused some discussion. The resolutions adopted were as follows:—

Expressing disapproval of the guaranteed basis, which discriminates against the small buyer in favor of the big, and asking manufacturers to either cease guaranteeing big buyers against decline in prices or to extend the plan to all buyers alike. Introduced by Geo. J. Schulte.

Expressing the belief of the association in the fairness of the protected price plan.

Instructing the secretary to prepare a monthly article showing the position of the retail grocers on matters of interest to the public and furnish same to all local secretaries for their home newspapers. Introduced by Francis Tissler.

Appointing a permanent Committee on Trade Relations, with its chairman as acting officer, and appropriating moneys for its use. Referred to the Executive Board.

Resolutions of condolence with the families of Charles B. Merrick and George A. Wings.

Protesting against packers charging meat prices for paper, cloth, skewers and sets sold with meat, and urging the National Association to take a firm stand against the custom.

On the death of Joseph A. Stulz, of California.

Resolving to work with the National Association of Credit Men to obtain the amendment of the National Bankruptcy Law, imperative for the retailer.

Condemning the publishing of articles calculated to destroy the faith of the consuming public in foods.

Favoring a National law prohibiting the slaughter of baby live stock for a period of years, so as to replenish the supply of beef.

Recommending the passage of a National 1-cent letter postage bill.

Condemning manufacturers who give hotels, restaurants and other consumers a 20 per cent. better price than retailers can allow.

Approving the "Texas" plan of financing the National Association by assessments.

Providing for the amendment of legislation so as to permit of the election of officers by the Australian ballot system.

Authorizing the secretary to work for the installation of credit rating systems wherever practical in every association not using same.

Approving the Lewis Margarine Bill reducing the tax on oleomargarine.

Amending the Constitution to allow voting by proxy in conventions. Referred to the Executive Board.

The result of the election which was then held was as follows: For president, Henry W. Schwab, of Milwaukee, Wis., 113 votes; Geo. W. Sawkins, of Toledo, Ohio, 52 votes, and Sol. Westerfield, of Chicago, 44 votes.

For vice-president, Frank B. Connolly, of San Francisco, was elected vice-president by acclamation, and George Suhr, Buffalo, N. Y., was re-elected treasurer by acclamation.

An effort was made to defeat John A. Green for re-election as secretary, but he won easily over all contestants with a vote of 109 against 56 for J. J. Ryan and 41 for J. D. Lukenbill.

W. A. Achilles, Texas, was elected a trustee in place of F. B. Connolly.

The tellers of the election were: J. H. Taylor, of Minnesota; W. P. McDonough, of Kentucky; E. J. Fischer, of Kansas; H. W. Mansfield, Wisconsin; and W. Wissman, California.

At the afternoon session the Question Box Committee had its innings, but nothing specially novel was discussed except whether manufacturers should pay for window displays in retail stores.

Another subject discussed was finally referred to the Committee on Trade Relations. It was the desirability of asking the manufacturers of Ivory soap to manufacture a 5-ounce bar for 5 cents.

The chair appointed as Committee on the Revision of the Constitution and By-Laws Henry W. Schwab, C. E. Beinert, of Nebraska, and W. H. Cooke, Ohio. When this committee was appointed Mr. Schwab had not yet been elected president.

E. A. S.

## What Pennsylvania Legislators Thought of Plan to Attach Grocery Debtors' Wages

**Interesting Stenographic Report of Discussion Before Bill Passed House. Nothing Done With Food Laws During the Week. Storage Food Bill Sought to be Amended. Oleo Color Fixed, But Other Oleo Legislation Falls.**

Special Correspondence of "Grocery World and General Merchant."

Harrisburg, Pa., May 23, 1913.

So interesting was the discussion in the House over the State Association's bill allowing 10 per cent. of debtor's wages to be attached for unpaid grocery bills and other necessities, that I have obtained a copy of the stenographic report of same. The following took place just before the passage of the bill:

Mr. Mitchell.—Mr. Speaker, as there are perhaps many members in this House who have not read this bill, and some who are opposed to it for constitutional reasons, on that account I would like to read this bill and then explain it briefly. The bill reads as follows:—

"That from and after the passage of this act, whenever a judgment is obtained in any court of record or before an alderman, magistrate justice of the peace, upon a contract for furnishing the necessities of life, and the defendant is a laborer or person engaged in public or private employment, the wages of such laborer, or the salary of such person, shall be subject to attachment in the hands of the employer.

"Sec. 2. When an attachment execution is issued upon such judgment and wages or salary are attached in the hands of the employer, if the amount in the hands of the employer shall be less than the amount of exemption allowed the defendant by law, the debtor shall be entitled in his claim for an exemption to a sum amounting to 90 per centum, and no more, of the money so attached. No deduction from the fund attached shall be permitted for costs, but said costs shall be paid by the attaching creditor.

Sec. 3. No attachment shall issue or be levied under this act unless and until the debtor has been given thirty days' previous notice by registered mail at his last known address of the intention to issue such writ, and shall have failed within said period of thirty days to adjust such judgment to the satisfaction of his creditor.

Sec. 4. The provisions of this act shall only apply to judgments secured upon contracts for the necessities of life furnished after the passage of this act.

"Sec. 5. All acts or parts of acts supplied hereby or inconsistent herewith be and the same are hereby repealed."

I desire to call the attention of the House to the fact that in all of the States adjoining Pennsylvania, New York, Ohio, New Jer-

sey, Delaware and Maryland—a law similar in character to this is now on the statute books. In Ohio there has been such a law for the last twelve years. The laws in the other States are much more drastic than this law. I call the particular attention of the members of this House to the fact that under the provisions of this bill only 10 per cent. can be attached. It is not directed against wages; salaries are included. Ninety per cent. of any amount that is coming to any wage or salary earner can be exempted, and only 10 per cent. attached. I further wish to emphasize the fact that thirty days' notice must be given. It is not possible under this act to get a judgment and immediately issue an attachment, but thirty days' notice has to be given to the debtor by the judgment creditor, and if within those thirty days the debtor has not satisfactorily adjusted the indebtedness, then the attachment can issue. It is not the meaning that he must have paid the judgment, but if he shows a disposition within those thirty days to take care of the account at all, then no attachment issues. I further wish to emphasize the fact that the costs do not follow the attachment. The attaching creditor is bound to pay the costs himself. No deduction is permitted from the fund attached for the payment of costs. The members of the House no doubt know that in an attachment proceeding before a justice the costs usually run from \$2, \$3 to \$5 and \$6. Thus any creditors who would contemplate making an attachment under this act would have to pay these costs, and all that he could recover would be 10 per cent. There is nothing stringent in this law, nothing, I say, to which any honest and honorable man could take exception. It is merely the moral effect that is sought. It is advocated by the members of the Pennsylvania Retail Merchants' Association of this State, and they are earnestly and urgently asking this legislation at the hands of the Assembly. It is the only thing they have asked for this session, except the repeal of the mercantile tax law, which they did not get. Now, in favoring this bill, gentlemen of the House, I do not wish any one to think for a moment that I am not a friend of labor, that I am opposed to labor. If any one will follow my record in this House during this session, with the exception of my vote on the constabulary bill, he will find that I consistently voted for every measure offered here by the labor interests, and this is the only piece of legislation that is asked for by the merchants of this State. I not only represent a great many organized laborers—there are a great many of them in my district—but I cannot lose sight of the fact that there are some 500 members of the Business Men's Exchange and the Retailers' Association in my city, which I also represent, and I would feel that I would not be doing my duty as a representative if I did not advocate this bill and earnestly urge this House to pass it.

Mr. McDermott.—Mr. Speaker, it is not a pleasant matter for me to take the opposite side against the gentleman from Erie, but there is a duty involved in this question that behooves me to say something against this bill at this time. The learned gentleman, Mr. Mitchell, told you the smooth side of the case, and he told it to you eloquently. I will try to give you some of the rough side of the case. We have in Pennsylvania to-day, which fact



many of the members of this House know as well as I do, company stores. We have people that dealt in those company stores for the last five or ten years, and I say that during that time they have not drawn \$10 of their salary. Now, if you pass this law, you will heap more trouble on those poor people. I say that every man and every woman ought to pay their honest debts. I have no use for a man who is dishonest, or a woman, either, but I do say that we have their like everywhere and we have got to keep them and we must keep them. I say that this law will work a hardship on the working people of this State, and especially the miners of the State. I say that with work as it is and the conditions of the country flourishing, I think that the merchants of the State are better taken care of today than they have been in the last ten years, and I say that this law will work a hardship on the working man, the man who earns his bread by the sweat of his brow. I say that this Legislature has done well for the working people in this session, and I say, in the name of Heaven, don't spoil it by passing this act, because if you do you will be following the example of the cow which gave good milk, and when she was milked kicked over the bucket. Therefore, I hope this bill will be defeated.

Mr. Isler.—Mr. Speaker, as a representative of organized labor for twenty-seven years, I want to state in behalf of this bill that I think it is just as fair a measure as could be drawn. Originally it was not, but it has been so amended as to satisfy and please everybody. The imputation goes forth that organized labor, union labor, is opposed to a bill of any description, is unfair to these people, my people, to intimate that we would for one minute protect the "dead beat." There is no man who belongs to organized labor that will not at all times meet the just demands that he is called upon to meet. In answer to Mr. McDermott, the gentleman from Clearfield, on the company stores' condition, there has already passed a resolution in this House abolishing these stores, introduced by my colleague, Mr. Stein, and another waiting to get an opinion from the Attorney-General. They are waiting to get an opinion from the Attorney-General for abolishing one of the largest stores in connection with one of the largest corporations in the State of Pennsylvania. If there was anything unfair in this bill to any man that earns his bread by the sweat of his brow, I want to tell you that I would be against it, but this bill as drawn is fair to everybody concerned, and as I remarked in the first place, do not for one minute imagine by the communications you have received and the remarks that have been made that the union people want any protection to help along a lot of dead beats that do not pay their just debts.

Mr. Piper.—Mr. Speaker, then credit houses sell clothing and furniture and some credit houses sell groceries. Now, Mr. Speaker, I do not believe in passing a law or enacting a law that is going to benefit those who of their own solicitation will try to entice the poor working class of people into buying something when they really do not need it, and I ask the members of this House to vote this bill down.

Mr. Mitchell.—Mr. Speaker, the members of this House have been following Mr. Piper, who has been impassioned, but I submit to the



## Don't Waste Time Putting Sugar in Bags

It's a foolish waste of time for a grocer to buy sugar in a barrel, open the barrel, scoop out the sugar, weigh it (giving a little overweight every now and then), fold the bags, tie the bags, pay for the bags and the twine, when he can buy a CONTAINER of FRANKLIN CARTON SUGAR, slit it open in five seconds with a pocketknife, lift out the CARTONS and *sell* them! That's the beauty of FRANKLIN CARTON SUGAR—there's nothing to do but SELL it; no work, no bother, no loss of time, no loss from overweight, no expense for bags or twine.

## Franklin Carton Sugar Will Please Your Customers

Women appreciate the clean, white purity of FRANKLIN CARTON SUGAR AS SOON AS THEY SEE IT! They KNOW it's better sugar than they can buy any other way. They like the CARTON because it doesn't burst, fall over, spill or tear. They like it because they WANT CLEAN sugar. Once you start your customers buying FRANKLIN SUGAR in CARTONS, they'll always want to buy it and you'll want to sell it to them. FRANKLIN CARTON SUGAR is the right proposition for both the grocer and his customers.

*You can buy FRANKLIN CARTON SUGAR in the original CONTAINERS of 24, 48, 60 and 120 lbs.*

## The Franklin Sugar Refining Company PHILADELPHIA

*"Your customers know FRANKLIN CARTON SUGAR is CLEAN SUGAR"*



### WHAT TO TELL CUSTOMERS

"Try FRANKLIN CARTON SUGAR this time. It's cleaner and better than the sugar we have to buy in a barrel, and the sanitary CARTON keeps it clean and dry, and won't burst or tear like a bag."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

(Continued on page 24)

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



## National Retailers' and National Wholesalers' Associations Agree as to Effect of Supreme Court Decision in Wisconsin Case on State Food Laws

In Many Cases Think it Will Render State Laws Entirely Invalid. Wholesalers' Credit Men Will Help Flooded Retailers.

Special Correspondence of "Grocery World and General Merchant."

Cleveland, Ohio,

May 22, 1913.

There has been much inquiry as to the meaning of the United States Supreme Court opinion in regard to the original package suit of George McDermot vs. the State of Wisconsin and T. H. Grady, plaintiff, vs. the State of Wisconsin.

I am just in receipt of copy of explanation through the courtesy of the National Association of Wholesale Grocers, Mr. Alfred H. Beckman, secretary.

The Supreme Court's opinion, read in the light of its other decisions upon the subject, leads to the following practical conclusions:—

1. Goods are shipped by a manufacturer in one State directly to a retailer in another. They are prepared and branded in accordance with the National law and regulations, but they are misbranded or adulterated within some provision of a State law that *actually conflicts* with the National. Under these facts, the retailer, notwithstanding the State law, has the right to open the shipping cases and sell the individual packages. A *conflicting* State law can have no application whatever until there has been a first sale or delivery *within* the State.

2. The result, however, would be different in case the particular State law in question did not actually conflict with the National law, but contained some additional provisions, as, for example, a requirement that the name of the manufacturer or dealer be declared upon the label, or that a list of ingredients be branded upon the container. Then the State law would be valid under the Supreme Court's decision in *Savage vs. Jones*, and would apply even to sales by the importer.

3. Sale by a manufacturer to a wholesaler or retailer in the same State would of course always be governed by the State law.

4. A manufacturer in one State ships to a wholesaler in another State. Sales by such wholesaler to a retailer in the same State would be subject to a non-conflicting State law.

5. If a wholesaler in one State ships to a retailer in another State, the situation would be exactly the same as if the manufacturer had made the interstate shipment direct to the retailer.

Although the court has not overruled the original package decisions, it has held that Congress, by the express wording of the Food and Drugs Act, has protected products complying with that law and shipped from one State to another, at least so far as the shelves of the importer, against the provisions of any law of the importer's State that *actually conflicts* with the National. Therefore, the retailer who is able to buy certain products from *wholesalers or manufacturers* in other States, has an advantage over other retailers in his own State. Furthermore, the manufacturer and the wholesaler within the State would be placed at a certain disadvantage, since the retailer could not lawfully market products falling within the condemnation of his *conflicting* State law, unless he purchased from a wholesaler or manufacturer in another State.

The above is positive proof that all State laws should be made to conform to the United States Food and Drugs Act at the earliest possible moment.

In an interview with the credit men in the afflicted cities of Ohio we are assured of any assistance in their power. They said: "Our customers are the retail merchants. Those located in the various cities and towns all over the State who have suffered loss will need help of a kind which we can only give them. We realize it will be impossible for them to meet their obligations promptly.

A complete credit scheme will be arranged to care for and supply them with stocks and give them liberal terms to make payment. The following resolutions have been passed by the Columbus convention:—

Whereas, The State of Ohio has suffered a misfortune in its business interest being greatly affected by a disastrous flood, which has caused serious losses to many of our members and their customers; and

Whereas, There rests upon members of this Association the duty of doing all in their power to preserve the stability of business conditions; therefore be it

Resolved, That the members of the Columbus Association of Credit Men extend its sympathy to merchants and others who were so unfortunate as to suffer losses through the recent floods; recognizing that their condition will, in some cases, require support on the part of wholesalers and manufacturers, the secretary of the Association is directed to communicate with local associations in all parts of the United States, requesting members and others who have extended credit to merchants, manufacturers and others engaged in business in the territory affected by flood conditions, to communicate, before resorting to legal or other vigorous means of enforcing collections with the secretary of the Credit Men's Association at Columbus or elsewhere in Ohio, and adjoining States affected by the flood, in order that they may be advised definitely of existing conditions that each particular case may have intelligent attention and adjustment.

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At the recent Illinois Retail Merchants' convention, held in the city of Alton, a resolution was passed against handling goods that cost 50 cents and \$1 per dozen as 5 and 10-cent articles.

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At the recent convention of the Massachusetts Retail Grocers' and Provision Dealers' Association, President Mendum, in his address, touched the keynote of the situation in food distribution when he declared "While the big meat companies claiming the right to charge the weight of skewers at the price of lamb and the wrappers at the price of bacon, there is still work for our association to do."

JOHN A. GREEN,  
Secretary National Retail Grocers' Association.



## Sell Her SAUER'S Flavoring Extracts

Women appreciate good flavoring extracts and use them freely—the better the extracts, the more they'll use. Absolute PURITY and Fine Quality have made SAUER'S FLAVORING EXTRACTS the largest selling brand in the United States; you can sell more of them to your customers than you could sell of any other brand because they are BETTER. Make SAUER'S FLAVORING EXTRACTS your leader and you are sure of steady, profitable sales to satisfied customers.

### THE C. F. SAUER COMPANY

RICHMOND, VA.

#### WHAT TO TELL CUSTOMERS

"SAUER'S FLAVORING EXTRACTS will add a new delight to your cakes, puddings and desserts—their fine flavor and strength come from absolute PURITY."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants





THIS IS NOW A LAW IN PENN-  
SYLVANIA

(Continued from page 10.)

firm or corporation licensed to operate a cold storage warehouse to file in the office of the Dairy and Food Commissioner on or before the sixth day of January, April, July and October of each year a report setting forth in itemized particulars the kind and quantities of food products held in cold storage in such warehouse. The report shall be made on printed forms prepared and supplied by the Dairy and Food Commissioner. If, in the judgment of the Dairy and Food Commissioner, it shall be deemed better in enforcing this act to cause reports to be made at more frequent intervals than herein required, the Dairy and Food Commissioner may cause such reports to be filed in accordance herewith.

Sec. 11. It shall be unlawful for any person, firm or corporation to place in any cold storage warehouse, to keep therein, or to sell, offer or expose for sale any diseased, tainted or otherwise unwholesome food.

Sec. 12. It shall be unlawful for any person, firm or corporation to place in any cold storage warehouse any slaughtered animals, or parts thereof, unless the entrails and other offensive parts have been first properly removed.

Sec. 13. It shall be the duty of the Dairy and Food Commissioner to cause to be made a careful inspection of all cold storage foods, with a view to determining whether the same are wholesome. Such inspection shall be made where such food is stored and each package of such food so inspected shall bear the marks, stamps or other device for identification provided for in this section.

It shall be the duty of the Dairy and Food Commissioner to make such rules and regulations as he may deem proper relating to such inspection and supervision and to the cold storage of food, and otherwise to secure the proper enforcement of this act. Duly authorized agents of the Dairy and Food Commissioner may at any reasonable time enter such warehouse and inspect the same.

Sec. 14. All food, when deposited in cold storage warehouses, shall have plainly marked upon the container the date that such food shall be placed in such warehouse. If such food be not in a container, such marking shall be on such food or on a tag or label securely and permanently attached thereto.

Such food, or the container thereof, shall have marked plainly thereon the date of withdrawal of such food from such warehouse. The marking of food in accordance with the terms of this section shall be under such regulations as may be prescribed by the Dairy and Food Commissioner.

Sec. 15. It shall be unlawful for any person, firm or corporation, or any agent thereof, to sell or offer or expose for sale or have in possession with intent to sell at wholesale, any food which is not marked and distinguished on the outside of each container in a conspicuous place by a placard with the words "wholesome cold storage food" printed thereon, such placard to be placed in a conspicuous position in full view of the purchaser, and the said words, "wholesome cold storage food," on such placard shall be printed in plain, uncondensed gothic letters, not less than one-half inch in length, and in addition to all such food shall be marked with the date when it is placed in any such cold storage warehouse and with



## "A MEAL FOR SIX—15 CENTS"

A can of BOUILLON "HERRINGLETS" makes a delicious luncheon for five or six persons, yet you sell it for 15 cents and make a good profit. BOUILLON "HERRINGLETS" are selected little NORWEGIAN HERRING, packed in delicious bouillon; we guarantee them to please your customers or we'll give their money back. BOUILLON "HERRINGLETS" are an ideal proposition for you, Mr. Grocer—a new luncheon delicacy, selling at a popular price, quality guaranteed, and a good profit for you. PUSH THEIR SALE.

**Angus Watson & Company, Sole Proprietors**

Also Proprietors of "Skipper" Sardines

1011 Chestnut Street, Philadelphia, Pa.



## WHAT TO TELL CUSTOMERS

"BOUILLON 'HERRINGLETS' are both a substantial meal and a delicious luncheon. Guaranteed to please or your money back."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## Speak to Customers About Banner Lye

**Banner Lye** should be used regularly to disinfect kitchen sinks, bath-room and closet traps and wastepipes, to remove odors from outhouses, chicken coops, damp cellars, barns, stables, in fact, it has dozens of uses as a protector of health. A weak solution will cleanse refrigerators and prevent the accumulation of foul matter that taints butter, milk, etc. **Banner Lye** is used for more kinds of cleansing than any other article you sell, therefore you should *sell more of it*, and you will if you'll call it to the attention of your customers.

**THE PENN CHEMICAL WORKS**

Philadelphia, Penna.

## WHAT TO TELL CUSTOMERS

"BANNER LYE is a household 'Health Protector,' the greatest cleanser and disinfectant manufactured. It's handy to use because of the sifter top can. Let me send you some this week?"

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants







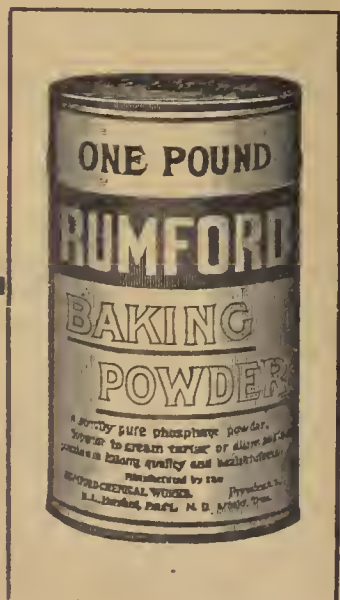
## Will You Do This?

Cleave fast to the baking powders that have been proven good; that have satisfied particular people for years; that leaven against any powder made; that are composed of food substances, not drugs, and last, but not least, that pays the grocer an honest profit for his work.

This description fits none but **Rumford Powders**. Your customers will be as well satisfied with them as you will be with yourself, if you sell them.

**Rumford  
Chemical Works**

PROVIDENCE, R. I.



the date when it is withdrawn from such cold storage warehouse.

There shall also be displayed upon every open container containing such food in the same manner in a conspicuous position, a placard with the words "wholesome cold storage food" printed thereon in the same form as above described in this section, and when such food is sold from such container, or otherwise, at retail, before being delivered to the purchaser, it shall be wrapped in wrappers plainly stamped on the outside thereof with the words "wholesome cold storage food" printed or stamped thereon in letters one-fourth inch square, and such wrapper shall also contain the date of first placing such food in cold storage and the said words, "wholesome cold storage food," and the date of first placing such food in cold storage so stamped or printed on said wrapper shall not be in any manner concealed, but shall be in plain view of the purchaser at the time of the purchase.

Sec. 16. No person, firm or corporation shall sell, offer or expose for sale any of the herein named foods which shall have been held for longer period of time than herein specified in a cold storage warehouse or warehouses, to wit: Whole carcasses of beef or any parts thereof, four months; whole carcasses of pork or any parts thereof, six months; whole carcasses of sheep or any parts thereof, six months; whole carcasses of lamb or any parts thereof, six months; whole carcasses of veal or any parts thereof, three months; dressed fowl, drawn, five months; dressed fowl, undrawn, eight months; eggs, eight months; butter, nine months, and fish, nine months.

Sec. 17. After food has been withdrawn from a cold storage warehouse for the purpose of placing it on the market for sale, it shall be unlawful for any person, firm or corporation to return such food, or any portion thereof, to such warehouse or any other similar warehouse. Subject to such regulations as shall be prescribed by the Dairy and Food Commissioner, food may be transferred from one cold storage warehouse to another, provided that the total length of time such food shall remain in cold storage for the purpose of sale shall not exceed the time specified in Section 16 of this act.

Sec. 18. No food shall be sold or offered or exposed for sale in this State which shall have been placed or stored in any cold storage warehouse outside of this State, unless it first shall have been marked as provided for in Section 15 of this act. Provided, however, that no such food shall be sold or offered or exposed for sale in this State if the total length of time that such food has remained in cold storage shall exceed that specified in Section 16 of this act.

Sec. 19. It shall be unlawful for any person, firm or corporation to mark, or cause to be marked, any container of food with a mark or marks other than those required by this act to be marked on such food or container. It shall be unlawful for any person, firm or corporation to change, or cause to be changed, any mark or marks on any food or container after such mark or marks have been placed thereon. Provided that nothing in this section shall apply to the marking of such container with the name and address of the owner thereof.

Sec. 20. Nothing in this act shall be construed to prohibit the shipping, consigning or transporting of fresh food in properly refrigerated cars within the State to points of

destination, nor when received to prohibit the same being held in a cooling room for a period of forty-eight hours. And provided further, that nothing in this act shall be construed to prohibit the keeping of fresh food in ice boxes or refrigerators in retail stores while the same is offered or exposed for sale.

Sec. 21. It shall be the duty of the Department of Agriculture, through its Dairy and Food Commissioner, to enforce all of the provisions of this act, and to make all rules and regulations not otherwise herein provided necessary for the enforcement of the same, but any citizen of the Commonwealth having knowledge or information of the violation of any of the provisions of this act may, in the name of the Commonwealth begin a suit for penalty or prosecution for misdemeanor in accordance with the provisions of this act, and may prosecute to final judgment any such suit or prosecution, giving notice in writing, however, to the Dairy and Food Commissioner of the commencement of such suit or prosecution immediately upon the commencement of the same, stating the nature of the proceeding and the magistrate before whom commenced, and shall in like manner report to the Dairy and Food Commissioner each successive step taken in such suit or prosecution.

Sec. 22. That all license fees and fines and penalties imposed and recovered for the violation of any of the provisions of this act shall be paid to the Dairy and Food Commissioner or his agent, and when so collected and paid shall thereafter be by the Dairy and Food Commissioner paid into the State Treasury for the use of the Commonwealth, in accordance with the provisions of this act.

Sec. 23. Any person, firm or corporation that shall violate any of the provisions of this act shall be guilty of a misdemeanor, and upon conviction thereof shall be sentenced for the first offense to pay a fine not exceeding \$500, and for the second and each subsequent offense, such person, firm or corporation shall be sentenced to pay a fine of not more than \$1,000, and in addition thereto, such person, or the members of such firm or the officers of such corporation, as the case may be, with guilty knowledge of the fact, may be sentenced to undergo imprisonment in the jail of the proper county for a period of not less than thirty nor more than ninety days, or both, at the discretion of the court.

Sec. 24. All acts and parts of acts inconsistent with the provisions of this act are repealed.

Sec. 25. This law shall take effect ninety days after its final passage.

## Larkin Co.'s New Grocery Prices for May and June

Doing Some Extra Exploiting for Current Two Months, Promising Fifteen to Fifty Per Cent. Saving. A Few of the Special Prices for These Two Months Only.

The Larkin Company is out with a special grocery price-list for May and June, offering prices, according to its own story, "from 15 to 50 per cent. less than you pay at the store for goods of the same high quality." The Larkin mail-order grocery proposition is a hard one to meet, as may be seen by the following guarantee:—

### OUR GUARANTY OF SATISFACTION.

You take no chances when you send us your order for Larkin groceries and home supplies. We guarantee the safe arrival of every order. We guarantee the purity and the high quality of every article we sell. We allow you thirty days in which to make up your mind as to whether or not you like the goods. If you are not perfectly satisfied, we will remove what is left and refund all money paid, freight and delivery charges included.

Some of the Larkin May-June prices will doubtless prove interesting.

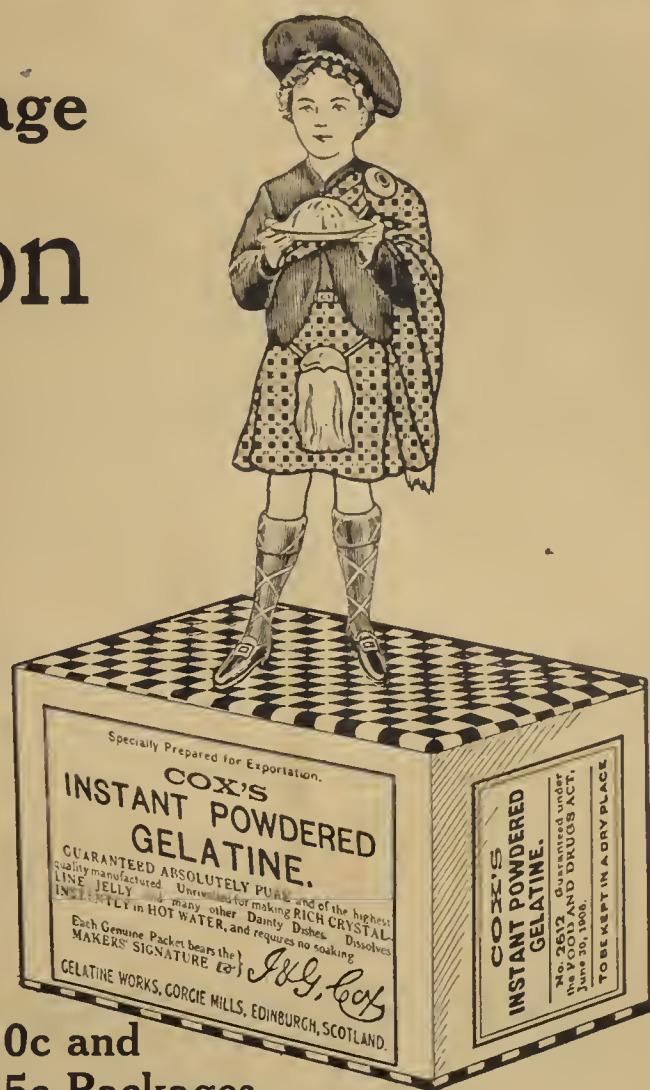
Crystal Domino Sugar, 5 lbs. 40c.  
Granulated Sugar (when part of a \$10 order) . . . 25 lbs. for 90c.  
Coffee (no variety mentioned), per lb. . . . . 26c.  
Evaporated Milk, Larkin Brand, 1-lb. can . . . . . 9c.  
Cornstarch, Larkin Brand, 1 lb. . . . . 5c.

Cinnamon, ¼ lb. . . . . 10c.  
Flour, 49 lbs. . . . . \$1.38  
Aunt Jemima Pancake Flour. 9c.  
Cream of Tartar Baking Powder, ½-lb. can . . . . . 12½c.  
Assorted Soups, per can. . . . . 7c.  
Corn Flakes, 11-oz. pkg. . . . . 8c.  
Rolled Oats, 1½-lb. pkg. . . . . 6c.  
Japan Rice, 5-lb. pkg. . . . . 28c.  
Soda Crackers, pkg. . . . . 8c.  
Johnson Educator Graham Crackers, pkg. . . . . 18c.  
Canned Tomatoes, No. 3 can. 10c.  
Fancy Sifted Peas, . . . . . 14c.  
Country Gentleman Corn. . . . 8c.  
White Asparagus Tips, can. . . 22c.  
California Lima Beans, 5 lbs. 39c.  
Corn Syrup, 2-lb. can. . . . . 8c.  
Molasses, No. 3 can. . . . . 12c.  
McIlhenny Tobacco Sauce, 2-oz. bottle . . . . . 33c.  
Lard, 5-lb. pail . . . . . 82c.  
Sliced Bacon, 9-oz. jar. . . . . 28c.  
Dried Beef, 9 oz. jar . . . . . 25c.  
Underwood Deviled Ham, ½-lb. can . . . . . 23c.  
Norwegian Sardines, ¼-lb. tin . . . . . 8c.  
Gorton's Codfish and Haddock, can . . . . . 13c.  
Red Alaska Salmon, No. 1 cans . . . . . 15c.  
Norway Mackerel, 8-lb. pail, ¾ lb. each . . . . . \$1.08  
California Apricots, can . . . . 20c.  
Prunes, 5-lb. carton . . . . . 45c.  
Cleaned Currants, 1-lb. carton, 11c.  
Raspberry Jam, jar . . . . . 23c.  
Sliced Hawaiian Pineapple (G. & S.), No. 2 can. . . . . 17c.  
Grape Juice, 16-oz. bottle. . . 15c.  
Sweet Home Soap, carton of 10 bars . . . . . 25c.  
Boraxine Washing Powder, 1-lb. pkg. . . . . 5c.



Mr. Retailer—You Can Now Average  
30 Per Cent Profit on  
**COX'S**  
Instant Powdered  
**GELATINE**

This is good news to all grocers. From now on you are going to make more money selling Cox's famous Gelatine—world-famous for more than 80 years, and used by the best cooks everywhere. We have now provided for an average profit to you of 30 per cent. This is



10c and  
15c Packages

## More than you can make selling any other brand

of gelatine. And, moreover, there is every reason why you should give Cox's Gelatine your hearty support. It pays you better and fully satisfies your customers. It should be your leading seller in a short time. The season of the year is here when the up-to-date housewife will buy gelatine for daily use because it saves her time in making desserts in the hot kitchen, and if you will do your share and recommend Cox's Gelatine, there is no reason why you can't dispose of a large quantity every month from now on.

It can now be sold at 15 cents for the large size and 10 cents for the small size in every city, town, village and crossroads in the land.

It will also be to your advantage to know that we have made it easy to buy any quantity of Cox's Gelatine. All the leading wholesale grocers will handle it, and you can buy just the amount you want, whether it be large or small. Please remember that your profit is much more liberal on Cox's Gelatine than on any competitive product, and that the quality is the highest.

A fine display of the attractive red, white and blue checkerboard boxes in your store will prove to be a great selling help. We will also help you in many other ways.

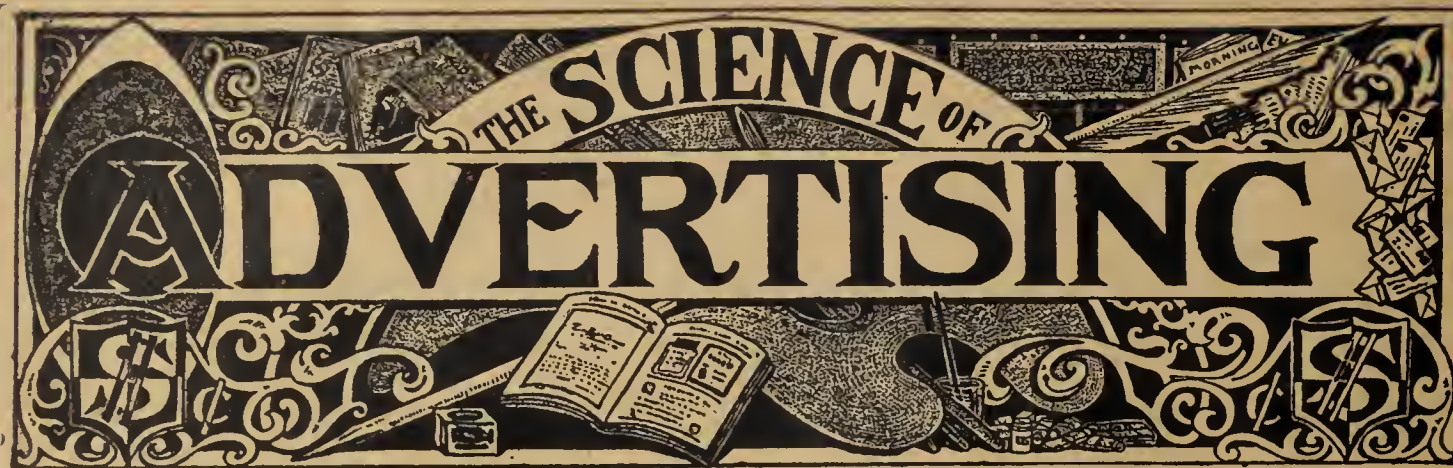
## National Advertising Campaign

Then, when the summer demand for gelatine has waned, we are going to start, this Fall, a great, big demand-creating campaign of the broadest scope for Cox's Gelatine. We shall tell the readers of such publications as Good Housekeeping Magazine, Ladies' Home Journal and Delineator—America's leading women's magazines—of the real advantages

of Cox's Gelatine to the housewife. Now we ask your co-operation. And in order that we may *deserve* it and *get* it, we have made you a real money-making offer. If you have not already stocked up, write at once to your wholesaler and he will quote you the new prices on Cox's Gelatine. Be sure to ask for the *new* prices.

**COX GELATINE CO., 100 Hudson St., New York**  
(American Distributors for J. & G. Cox, Ltd., Edinburgh, Scotland)





The Coston Co., Hornell, N. Y., send in a clipped newspaper advertisement which they used in their local paper, and in a note they say that the paper is a daily and that they run two advertisements a week and do a strictly cash business. The advertisement measured ten inches double column and is here reproduced in considerably reduced form:—

I scarcely know how to appraise this advertising, because I cannot tell how low or high the prices are which practically constitute the entire advertisement. This is really an advertisement of prices only, and on whether the prices are attractive or not depends the effectiveness of the advertisement. There is nothing whatever, as I see it, to attract anybody's attention here un-

less the prices show a saving as compared with other people's prices. I am not familiar with these prices as a whole, but such as I do know about are apparently not especially low. If they are just about the regular market prices for the Hornell territory, then I should consider the money spent for this advertisement thrown away, except as to the indefinite value of the general publicity which it of course gives. I mean by that that it is worth something, as any advertisement of this size is, as general publicity, but it is not worth anything like what it cost.

\*\*\*

I am sure that this advertisement would attract more attention if it had a heading. The block name should be put at the bottom, and a good live head should be used on the top. Even if the head says no more than "Rare Bargains for Wednesday and Thursday," it will have more pull than the firm name. I have said this so often that you people who read this department must get tired of hearing it. Nevertheless I am afraid I shall have to keep it up so long as advertisers forget that the space at the head of their advertisement is the best chance of attracting attention, and that they are throwing this away when they fill it with their firm name.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

#### New York Egg Jobber Arrested on Novel Charge.

Harry C. Shimer, of the firm of R. B. Shimer & Co., receivers of

eggs at 336 Washington street, New York, was arraigned in the United States District Court during the week to answer an indictment returned by the Federal Grand Jury charging him with having solicited and received information from an agent of the Baltimore & Ohio Railroad without consent of the shipper or consignee as to consignments received by competitors, in violation of the act of February 4, 1887. Shimer was held under \$2,000 bail to await trial. Three counts are set forth in the indictment against Shimer, all of which acts mentioned therein are alleged to have been committed on November 30, 1912. The offense charged is under the law a misdemeanor and in the event of a conviction a fine of not more than \$1,000 for each may be imposed. The three shipments mentioned include 20 cases of eggs; all originated at Loo-gootee, Ind., and were consigned by W. H. Wilson, Larkin Brothers and the Goyert & Vogel Egg and Poultry Co., of that town, respectively to the following local receivers in the order named: George A. Vroom & Co. and Brown & Root Co. The indictment charges that on November 30, 1912, Harry C. Shimer "did unlawfully solicit and receive from one Nicholas Barbieri, otherwise known as 'Nick Brisbane,' an agent of the Baltimore & Ohio Railroad, information concerning the nature, kind, quality, destination and consignee" of the shipments mentioned. The first and second consignments were made to George A. Vroom & Co., and consisted of three and five cases of eggs respectively; the last consignment, made to Brown & Root Co., consisted of twelve cases of eggs. The section of the act of February 4, 1887, as amended, on which the indictment against Shimer is based, reads as follows:—

It shall be unlawful for any common carrier subject to the provisions of this act, or any officer, agent or employee of such common carrier, or for any person or corporation lawfully authorized by said common carrier to receive information therefrom, knowingly to disclose or to permit to be acquired by any person or corporation other than the shipper or consignee, without the consent of such shipper or consignee, any information concerning the nature, kind, quantity, destination, consignee or routing of any property tendered or delivered to such common carrier for interstate transportation, which information may be used to the detriment or prejudice of such shipper or consignee, or which may improperly disclose his business transactions to a competitor, and it shall

## THE COSTON COMPANY

113-15 Canisteo St., Hornell      Manwell Block, Canisteo

### WEDNESDAY AND THURSDAY

FLOUR		FLOUR	
49 lb Very Best .....	\$1.45	10 lb Buckwheat .....	28c
49 lb Crystal .....	\$1.40	10 lb Favorite Pastry ..	35c
49 lb Nickel Plate ..	\$1.40	10 lb Corn-Meal .....	20c
49 lb Silver Star ..	\$1.15	5 lb Graham .....	18c

**25 pound Bag Pure Granulated Sugar \$1.22**

LARD		CRACKERS	
2 lb Klacks Daisy .....	28c	2-lb Soda .....	15c
2 lb Cotosuet .....	21c	2 lb Butters .....	17c
2 lb Compound .....	19c	2 lb Milks .....	17c
10 lb Pall Cottolene ..	\$1.29	2 lb Graham .....	17c

**It Costs a Little More "DAIRYMAID" BUTTER But Its More Than a Little Better 1b. 36c**

"HOMEMAID"		"HOMEMAID"	
Wheat Bread .....	5 & 10c	Baked Beans, qt .....	10c
Entire Wheat Bread ..	5c	Potato Salad, qt .....	15c
Boston Brown Bread ..	5c	Fried Cakes doz .....	12c
Biscuit, tin .....	5c	Cup Cakes doz .....	12c
Rolls, doz .....	10c	White Loaf Cake .....	10c
Cinnamon Rolls, tin ..	10c	Chocolate Loaf Cake ..	10c
Coffee Rings .....	6c	Walnut Loaf Cake .....	12c

**"Homemade" Molasses Cookies 2 doz. 15c**

"HOMEMAID"		"HOMEMAID"	
Lemon Pie .....	10 & 15c	Sugar Cookies, doz ..	10c
Apple Pie .....	10 & 15c	Fruit Cookies, doz ..	10c
Custard Pie .....	10 & 15c	Cocoanut Cookies, doz	10c
Mince Pie .....	10 & 15c	Buttermilk Cookies, doz	10c

**Fresh Greenwood Eggs 20c doz**

BOTTLED MILK		SOAP DEPT.	
Bottled Milk, qt .....	6c	10 bars Master .....	29c
Bottled Cream, pint ..	20c	10 Fels Naptha .....	40c
Bottled Buttermilk, qt	3c	10c 1900 Cleaner .....	8c
Cottage Cheese, qt ..	10c	10c Jap. Ammonia .....	9c
Purity Ice Cream, qt ..	30c		

**Full Cream Greenwood Cheese, Old 20c, New 16c**

2 CANS 25c	3 12c Corn .. 25c	2 CANS 39c
15c Maine Corn	2 10c Corn .. 15c	25c Pitted Cherries
15c Lima Beans	10c Plums, 4 10c	25c Crawford Pears
15c Succotash	15c Hub. Sqsh 12c	25c Barlet Pears

**We Roast The Best 28c Coffee Sold in This City**





# Welch's Increases Trade

BY producing Grape Juice of the highest quality and by liberally advertising the fact, we have created a demand for Welch's that benefits the dealer. We make you a partner in the sharing of the profits resulting from its merited favor and the widespread publicity that we secure for

## Welch's

*"The National Drink"*

Our whole attention is given to the production of Welch's.

We make no other brands and we furnish no product to be distributed under private labels. Make your store a distributing point for Welch's and thus share the advantage created by our advertising.

The family trade in Welch's is constantly increasing. You cannot afford to let your customers go elsewhere for Welch's Grape Juice; you cannot afford to neglect the opportunity Welch's offers for securing new customers.

We will send free window and store display material if you desire to make Welch's a specialty.

*Sold by all jobbers*

The Welch Grape Juice Co., Westfield, New York



## What's Your Time Worth?

Any man who is worth the room he takes up in a grocery store can find something more profitable to do, even in his spare time, than putting sugar in bags. Add to the waste of energy the cost of bags and twine and the loss from overweight, and you'll see why it's a losing proposition. The right way to handle sugar is in **Franklin Cartons**, because **Franklin Carton Sugar** is ready to sell when you get it; no scoop, no scales, no bags, no twine, no bother, no loss, but a neat carton that's a pleasure to handle. All the fast-selling grades of sugar are packed in **Franklin Cartons**—Granulated, Powdered, Confectioners' XXXX, Dessert and Table, Cube—and you can buy to suit your convenience in containers of 24, 48, 60 and 120 lbs.

**THE FRANKLIN SUGAR REFINING COMPANY, Philadelphia**

*"Your customers know FRANKLIN CARTON SUGAR means CLEAN SUGAR"*





## Let the Chocolate Wizard Help You Win the Money

WILBUR'S COCOA is so well advertised and so well liked by the public that you can easily increase your sales of it if you make the effort.

The right way to sell more of WILBUR'S COCOA is to encourage your customers to use it for *COOKING* and *CAKE BAKING*, as well as for *DRINKING*. WILBUR'S COCOA is a substantial food, as well as a delicious beverage, and our Recipe Booklet shows 59 ways of using it. When you teach your customers to use WILBUR'S COCOA in Cake Baking and Candy Making they will use many times as much as if using it for drinking only; this means they will buy *POUND* and *HALF POUND* cans, instead of *QUARTER POUNDS*, and buy *OFTENER*. This increased trade is well worth working for—WILBUR'S COCOA pays you a good profit and its flavor is so delicious your customers will *KEEP ON BUYING*, once you start them, so increased trade on WILBUR'S COCOA is *PERMANENT* trade.

**H. O. WILBUR & SONS, Inc.**  
PHILADELPHIA

### WHAT TO TELL CUSTOMERS

"WILBUR'S COCOA doesn't have to be grated or cooked. You can make a cake with it, icing and all, in less time than it takes to make the icing alone out of chocolate."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



also be unlawful for any person or corporation to solicit or knowingly receive any such information which may be so used.

**Bringing Java Coffee Here by Steamer Instead of Sailing Vessels Will Reduce Price in this Country.**

Java Brought by Sailing Vessels, as Formerly, Sweated and Brownd, But it Will Not in the Shorter Trip by Steamer. Brownd Java Always Brought Several Cents More Per Pound than Same Coffee in Natural Color. There Will be No Brownd Java Coffee Hereafter.

A radical change has just taken place in the method of bringing Java coffee to this country which will materially affect the price in United States markets. Instead of carrying the coffee in sailing vessels, it will henceforth be brought in steamers. The importance of this does not show upon the surface, but is nevertheless very great.

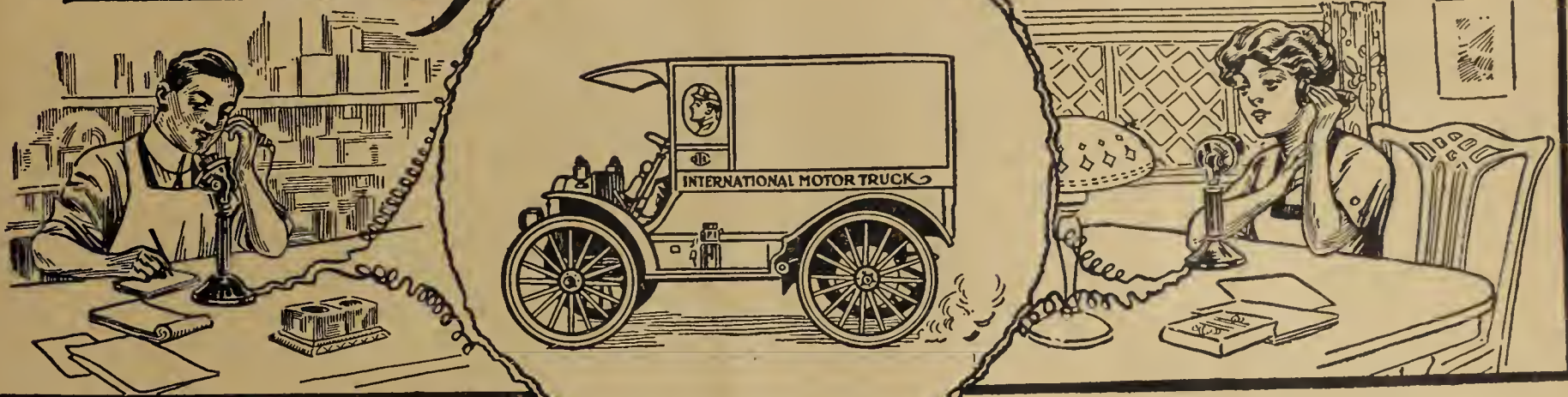
Up to now Java coffee has been shipped in a very primitive way. Slow sailing vessels have been used almost exclusively, and if, as often happened, these were not available, the coffee stayed in Java and the consuming markets went without. The sailing vessel method, however, had its uses. The long, slow, hot trip gave the coffee a chance to sweat in the hold, dried it out, and colored it up a beautiful brown. The drying saved some of the loss in roasting, and the brown color some people thought imparted an extra flavor, for which the trade have been willing to pay from 2 to 4 cents per pound more than precisely the same grade of coffee would bring in its natural color. As a matter of fact, many experts deny that the sweating or the browning has any effect on the flavor.

Java coffee brought to this country by steamer will never be brown, because this trip will not take long enough. The last sailing vessel reached this country a week or so ago, and henceforth all Java coffee coming to this country will come in steamers. The delusion, if it is a delusion, that the brown color means extra quality, will put the natural color, unbrowned Java on a lower price basis.

String beans are plenty. Floridas average \$1.50 and Charlestons \$2.25 per one-third barrel basket. The demand is fair.



# The Day of Service



Other things being equal, the merchant who gives the best service gets the most trade. In addition to having the right goods at the right prices and treating customers politely, you must be prepared to accommodate them by prompt delivery of goods, or you will lose their trade to more enterprising competitors.

The low cost and great efficiency of the International Motor Truck makes it the ideal delivery wagon for grocers. With proper care it costs no more to keep than a horse and wagon, but it will do more than twice as much work. It is speedier than a horse, never gets tired, sick or lame; can work all day and all night if you want. Thousands are in use by successful merchants everywhere.

Write us and we will gladly send you our catalogue and literature showing the different styles now in use.

If you have been thinking over the question of motor truck delivery, and want more information, write us and we will give you the facts and figures.

## International Harvester Company of America

(Incorporated)

504 Harvester Building

Chicago U S A

## New Idea in Account Register Systems

A Register that can grow as you grow;

One that can expand as your business expands.

The Expansion Type Register is the New Idea and is the latest and exclusive feature of

With Only One Writing **The McCASKEY SYSTEM** The End of Drudgery

Write for further information. We will gladly have our nearest salesman call on you and explain the Expansion Type Register features without any obligation on your part to purchase.



Unless you need System he will not urge you to buy. Write today to

**The McCaskey Register Co.**  
ALLIANCE, OHIO

BRANCHES: New York, Chicago, Boston, Washington, Pittsburgh, Memphis, Atlanta, Kansas City, San Francisco, Seattle; Dominion Register Company, Ltd., Toronto, Canada; Manchester, England.

*The largest manufacturers of carbon coated salesbooks in the world*

**First and Still the Best!**



# THE GROCERY MARKETS

## Tea.

The tea market is practically unchanged. The demand is quiet, from hand to mouth and from day to day. Prices are unchanged, market conditions being mostly in buyer's favor.

## Coffee.

The coffee market shows no actual change for the week, although the feeling is firmer. As the season comes to an end fine grades of Santos are getting scarce, and the effort to pick them up is arousing some slight strength. Mild coffees show no change for the week, but the situation is steady to firm. Java and Mocha unchanged and quiet.

## Sugar.

Sugar nets unchanged for the week, though for a day or two some of the refiners dropped 10 points, or to 4.10 cents for granulated. Raws are softer and market is in buyer's favor. All refiners are now on the same basis—4.20 cents for granulated. The demand for refined sugar is fair.

## Syrup and Molasses.

Glucose is unchanged for the week. Compound syrup is unchanged in price and dull. Sugar syrup dull at ruling prices. Molasses dull and unchanged.

## Butter.

The receipts of butter are increasing to a considerable extent and the market is only steady on the present basis of quotations. The quality arriving is good, and better as the season advances. The outlook is for a good make of butter, and there is likely to be a slight decline in prices in the near future. Some of the arrivals have already gone into cold storage.

## Eggs.

The egg market continues to be firm, and the market is  $\frac{1}{2}$  cent per dozen higher than last week. The quality is continuing to run very good and there is still some speculative demand. No change is expected in the price during the coming week.

## Cheese.

The receipts of cheese are increasing and the market is steady at unchanged prices. The quality

is improving as the season advances. There is some old cheese left in the market yet that is selling at about 3 cents per pound over the price of the new cheese. The outlook is for a considerable increase in the make of cheese in the very near future, and there is also likely to be an increased demand, so not much deviation in the price is expected.

## Provisions.

Everything in the smoked meat line remains firm at unchanged prices with an increased consumptive demand. Both pure and compound lard are having a good consumptive demand at prices ranging the same as for the past couple of weeks. Dried beef, canned meats and barreled pork are only in moderate demand and prices steady and unchanged.

## Beans and Peas.

Dried peas are unchanged with a fairly good demand. Beans are in very light supply, especially pea beans and marrow beans, the former ruling in the jobbing way at \$2.35 per bushel for spot stock and the latter at \$3.75 per bushel. The situation is a little stronger on California lima beans and the price is about 10 cents per hundred higher than last week. The present market is \$6.15, Philadelphia. The statistical position of lima beans is very strong and reports from the coast would indicate no lower prices in the future, that is, so far as this year's crop is concerned. No prices have been made as yet for 1913 crop.

## Canned Goods.

There is no material change in the tomato market. Some strictly first-class goods are being offered at 80 cents on the spot and 77½ factory points, which is practically no change from the last few weeks. There is nothing particular doing to speak of in future except an occasional order for well established brands. Indications do not point toward much change either way, spot or future, for the time being. Farmers have been put to considerable expense during the past ten days, owing to late frost damaging early plants, thereby necessitating

the replanting of quite a heavy acreage. There has been quite a little movement in cheap corn, both Shoepeg and Maine Style, with the result that most of the offerings have been fairly well cleaned up, and what is left in first hands is being held at slightly higher prices; from 2½ to 5 cents per dozen higher. There is no change in future, and only an occasional sale at unchanged prices. Acreage in the East will be very much reduced, and the crop will be somewhat low, owing to damage by frost of the early planting. There is practically no activity whatever in peas. The only inquiries developing are for cheaper grades, ranging about 90 cents per dozen. Reports of damage from Delaware and Maryland in some cases are quite serious and have resulted in practically the withdrawal of all future offerings from that section. There is no change in the Western or New York situation at present as most of the larger packers sold up fairly heavy early in the year, and as far as spot stocks are concerned, they have nothing to speak of at present. The general run of small fruits and vegetables unchanged and the usual demand at this time of the year prevails. No change in California fruits.

## Fish.

Mackerel is still heavy and low in price, market conditions being in buyer's favor. The demand is quiet. Cod, hake and haddock are unchanged and dull. Domestic sardines quiet, new pack fish are being offered at practically unchanged prices. Imported sardines unchanged.

## Dried Fruits.

The situation is cleaning up on prunes; stocks are good and light, particularly as to the large sizes. Prices show an advance in the latter of about  $\frac{1}{4}$  cent per pound during the past week. Smaller sizes are rather neglected, but stocks are very light and prices are being maintained. Peaches have been selling much better at fairly low prices without any change from the preceding week's quotations. Apricots are in very light supply and held at very firm prices, with no

change over last week's quotations. Currants are unchanged in price and the usual demand for this time of year prevails. Future prices are likely to open up at any time, but there is no anticipation of much change from spot quotations. Raisins are very much neglected and are being offered on a comparatively lower basis than the primary markets.

## INDIVIDUAL MARKET REPORTS.

### Standard Canned Goods.

Heavy frosts during the last two weeks throughout this section, especially on the nights of the 10th and 11th instants, did a great deal of damage to the young tomato plants, so much so that the growers in a large number of cases will have their work to do all over again. Ordinarily, such large damage done to the tomato plants at this time in the season would cause an immediate advance in the prices of the canned article. As it now stands, the tomato market is stronger than it was one week ago, and under the prevailing conditions the canners show a strong disposition to advance their prices, or to withdraw from the market, and await developments. Should the market become active this week the prices of future tomatoes may stiffen up at once. At the close of last week the trend was toward a firmer, if not a higher market, and intending buyers would fare better now probably than by waiting

## Baker's Cocoa and Chocolate Preparations are Standard



Registered U. S. Pat. Off.

being absolutely pure, fulfilling ALL THE REQUIREMENTS of the Pure Food Laws. Grocers assume no risk in handling these goods as the demand for them is constant.

MADE ONLY BY

**Walter Baker & Co. Ltd.**

Established 1780

DORCHESTER, MASS.



anger. Future tomatoes are worth our close attention.

For the same reason spot tomatoes show a firmer undertone, and a number of canners who were offering them at the reduced prices have either sold out or have withdrawn their prices to await developments. Their chief argument is that the goods cannot be produced next season at any less than the present selling prices, even under the most favorable circumstances, and that the recent developments justify some improvement in the market prices. There is not a sufficient increase in the demand to cause higher prices right away for spot tomatoes, but it is liable to come without much notice. Whether it comes or not, first-class quality at today's prices justifies the purchase of tomatoes for your wants up to August 1st next.

New spinach is of excellent quality. The season for canning it is more than half over, and our canners have not yet succeeded in accumulating any stock of it. It looks like the prices for new pack will stiffen up. It is reported that the spring crop of string beans will be much less than usual because of the unfavorable weather conditions, and the canned article is firmer in consequence. Sales of new peas now arriving are light as yet. Corn of fair quality under 50 cents is getting scarce. Sweet potatoes are firmer. The other lines of vegetables show no changes.

New strawberries are now arriving in small quantities, and in ten days our canners will be at work to blast on them. The prices on the new pack are attractive. The other lines of berries and cherries will follow along. There is more inquiry for the new fruits, especially for pineapples, which are ready for shipment now or when wanted. Peaches, pears and apples are fairly active, and it looks like they will be cleaned up before the season for canning them comes around again.

THOS. J. MEEHAN & Co.  
Baltimore, Md.

#### Imported Fish Specialties.

**Mackerel.**—The condition of the mackerel trade is very unsatisfactory. Prices are very low, but demand unsatisfactory. There are still a great many Norway mackerel both here and abroad in first hands, and they will all have to be sold. If the demand should improve just a little, there will be no difficulty in disposing of this remaining stock, but if there is no improvement in the demand, quite some will have to be carried over until next season.

**Sardines.**—As mentioned before in our reports, the difficulties between the French fishermen and the French sardine packers have had the most serious results, and the French Government has taken a hand in this dispute, and finally a way has been found to settle these



## Sell Borden's Milks for Cooking Purposes

*BORDEN'S EAGLE BRAND CONDENSED MILK* and *BORDEN'S PEERLESS BRAND EVAPORATED MILK* should also be sold by you for cooking purposes. Do not be satisfied to let your customers use *BORDEN'S MILKS* only at the table; they are better than raw milk for many dishes; for baking cakes, cookies, cinnamon buns, crullers and waffles; they enrich all gravies, soups and sauces. *BORDEN'S EAGLE BRAND CONDENSED MILK* is the best for babies. It is rapidly and completely digested by the infant stomach, contains all the nourishment of fresh cow's milk and is absolutely pure. It has been famous as an infant food since 1857; more infants have been successfully reared upon it than upon all the other infant foods combined, and the hundreds of thousands of sales of *EAGLE BRAND* have passed solely through the wholesale and retail trade. You have no article in your entire stock that is more popular or more widely known. You will avoid trouble from dissatisfied customers if you will **PUSH THE SALE** of *BORDEN'S BRANDS*.

*BORDEN'S BRANDS*, both sweetened and unsweetened, are made by the most modern process and guaranteed absolutely **PURE**.



## Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857

NEW YORK



### WHAT TO TELL CUSTOMERS

"*BORDEN'S BRANDS*, both sweetened and unsweetened, are made from the **HIGHEST GRADE** raw milk by the most modern process of manufacture and are guaranteed **ABSOLUTELY PURE**"

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



differences. We are informed by our people in France that both the packers and the fishermen have agreed to submit this matter to arbitration, and the following gentlemen have been appointed as arbitrators:—

For the packers—Mr. Petit, president of the Tribunal of Commerce of the Seine.

For the fishermen.—Mr. Rivoal, former secretary of the Federation of Sardine Fishers.

As sur-arbitrator—Admiral Touchard.

Our friends express the opinion that it will only be a short time now before the differences are settled and an agreement arrived at. French sardines are scarce and very few are to be had here and abroad.

In Portugal the catch has started, and some shipments are coming forward, though they are not as yet sufficient to cover the orders which have been booked by the importers during the time that none were to be had, so it will be some time yet before there will be an abundance of stock. Besides, owing to advances in raw materials, and owing to higher wages paid to the workmen in Portugal, manufacturers were obliged to advance their prices all along the line, and letters received to-day from Portugal express the opinion that further advances are bound to take place very shortly.

In Norway the fishing has started on the 15th instant. Of course it is much too early to say how the fishing will turn out, but it is quite sure that prices for the fish in the beginning will be very high, even if the catch should be very good, because practically every packer in Norway is filled up with orders which he has been unable to execute during the last season, and which the packers will now try and execute as quickly as they possibly can, and as quickly as they can get the fish. The demand for Norway sardines continues very good.

STROHMEYER & ARPE Co.  
New York, N. Y.

#### Spices.

The market is active, some articles for import being higher than prevailing spot prices. The tariff situation shows no special change. The matter is before the Senate Finance Committee and should be reported to the Senate for debate during the first week in June.

Pepper.—Foreign prices are higher. In fact the advance is fully  $\frac{1}{2}$  cent per pound. Stocks in this country are exceedingly short. The tendency is upward.

Red pepper in fair demand at unchanged prices.

Cloves firmer and higher abroad. Practically unchanged here.

Nutmegs continue low and without change. Present prices we consider very safe.

Mace in better supply at steady prices. Prime select stock continues high with upward tendency.

Cassias.—China grades decidedly firmer; other grades unchanged.

Gingers without change during the week. Demand is steady.

Tapiocas very steady and in increased demand.

McCORMICK & Co., Inc.  
Baltimore, Md.

#### Rice.

A good demand covering the range of the market is in progress, and there is an improving inquiry locally as well as out of town. Honduras grades are held firmly and for the finer qualities higher prices are asked. Japan is in steady request, and in some quarters prices are held  $\frac{1}{4}$  cent up. Of course this is by no means the rule, but there is in reality a better tone evident. The final action and actual movement of the foreign deal has given the situation a strong turn, it being further reported on actual authority that an additional 300,000 pockets of Japan have been booked for early foreign shipment, and it is beginning to look that Japans as well as Honduras will pass out successfully, and with but little carry-over of the present crop.

Advices from the South, along the Atlantic Coast, report slight improvement—collections better. At New Orleans the market is strong, and the demand has been a bit more active.

In the interior—Southwest Louisiana, Texas and Arkansas—the remainder crop is working off satisfactorily. New crop reports continue favorable, though a good general rain is needed to destroy the worms. The irrigation companies have their hands full to furnish the requisite amount of water, as the sooner the sprout is covered the better for the development of the grain.

Cables and correspondence from abroad note rough rice market quiet; "spot cleaned" steady; "forward Burma" easier.

DAN TALMAGE'S SONS Co.  
New York and New Orleans.

#### MARKET NOTES.

Tomatoes are slightly lower, but are still pretty high for the season. Receipts are not very heavy and prices will stay up until they increase. The range for good stock is \$2.50 to \$3.50; demand fair.

The first full car of Florida watermelons reached Northern markets during the week. The fruit sold at 50 cents to \$1.

Strawberries are now coming from nearby points, but the demand is sluggish because of the cool weather. Jersey berries range

from 10 to 15 cents per quart, and Southern berries 8 to 10 cents.

Peas are coming from Virginia and show fine quality; \$2.50 is top and the demand is fair.

#### CORRESPONDENCE.

##### A List of Jobbers.

New York, May 15, 1913.

To the Editor.

Dear Sir:—Please be kind enough to let me know where I can obtain a list of the wholesale grocers throughout the United States, and the price of such a list.

Yours respectfully,

GEO. R. MCGEE,  
Sales Manager for Sunshine Pressing Appliance Co.

Orrin Thacker, Columbus, Ohio, prints a directory of wholesale grocers; price \$1.

\*\*\*

##### Names of Packers.

Rochester, N. Y., May 19, 1913.

To the Editor.

Dear Sir:—Kindly send firm's name and address of Van Camp's evaporated milk and canned goods in general.

I am a reader of "Grocery World and General Merchant."

WEEKS & HAYES.

Van Camp Packing Co., Indianapolis, Ind.

\*\*\*

##### As to the Weights to be Placed on Canned Goods.

Washington, D. C.,

May 19, 1913.

To the Editor.

Dear Sir:—I have read your article on net weights in the "Grocery World and General Merchant" of May 19th.

These weights were made up after exhaustive reports taken from a number of reliable sources; an equalized weight was obtained from these figures and a 5 per cent tolerance allowed.

We can hardly see that this can be regarded in any other light than that the canners are trying to give full weight, only allowing for unintentional discrepancies which any machine is liable to make.

Yours very truly,

FRANK E. GORRELL,  
Secretary National Canners' Association.

#### THE NEW YORK LETTER.

(Continued from page 9.)

is said that corn of fair standard quality at 45 to 50 cents is getting into small compass. The demand is quiet but steady. Fancy corn is firm, although the demand is light at present. It is said to be hard to get good peas of standard grade at anything less than \$1, but buyers are reluctant to pay that price.



Co-operate with  
the Housewife

TELL HER ABOUT

**MAPLEINE**

for Dainty New Desserts  
and Syrup. She will realize  
you are up-to-date and  
you will

**INCREASE YOUR SALES**

Order from your jobber or  
Frank A. Smith & Co.  
105 S. Front St.,  
Philadelphia, Pa.

Crescent Mfg. Co.  
Seattle, Wash.

## Every Cake of Fleischmann's Yeast

influences the sale of flour,  
butter, sugar, salt, eggs and  
like products used in baking  
to a total of 10 or 20 times  
the cost of the yeast itself.  
That's how the sale of every  
cake of Fleischmann's Yeast  
builds up business for you.

The Fleischmann Co.

## It's a Pretty Good Proposition

If you don't sell **Wheatena**, let us tell  
you you are missing something. We know  
of no other cereal with half the steady re-  
peating power. It sells and sells and sells.

Why? Because it is wholly different  
from other breakfast foods, and is there-  
fore a welcome relief from the rank and  
file of conventional brands.

Guaranteed till it reaches your cus-  
tomer's spoon.

**THE WHEATENA CO., Rahway, N. J.**

Member of the American Specialty Manufacturers' Association





ere is a fair demand for fancy  
ades in small lots, but medium  
ades are dull. The market for  
ure canned vegetables is dull in  
lines. The reports of unfavor-  
e crop conditions in various  
ts of the country are not in-  
encing the buyers, who seem to  
k on such reports as the usual  
ng at this time of the year and  
efore of no special significance.  
There is a steady jobbing trade  
canned fruits in most lines.  
e offerings are not urgent, how-  
er moderate the demand, and so  
ces are fairly firm.

In California dried prunes there  
an increased demand for spot  
plies in small lots and chiefly  
sizes above 70. The market on  
s, 50s and 60s is strong, with a  
ghtly upward tendency in prices.  
cal buyers are not now much in-  
ested in shipments from the  
ast, but holders there are firm  
their views. Dried apricots are  
n, with an upward trend of prices  
a result of new crop conditions  
d increased demand from abroad.  
yers are giving a little more at-  
tion to spot peaches and some  
ow a disposition to anticipate re-  
irements. The offerings are only  
oderate and coast reports are  
n. California spot raisins are  
ling in a light jobbing way with  
otations somewhat nominal. Cur-  
nts are quiet and steady.

Receipts of butter have been in-  
easing and the market is slightly  
eaker. The quality of the new  
eamery has improved and much  
it is not of a quality to hold so  
e receivers are trying to put  
t the receipts as promptly as  
ssible. Quite a surplus is noted  
some of the stores. The extras  
ing to-day from 28 $\frac{3}{4}$  to 29 cents;  
sts, 27 $\frac{1}{2}$  to 28 $\frac{1}{4}$  cents, with some  
iations from day to day. There  
a fair demand for seconds at  
 $\frac{1}{2}$  to 27 cents, but the arrivals  
this grade are not as heavy as  
the higher grades. Process is in  
ght supply at 27 to 27 $\frac{1}{2}$  cents.

Arrivals of eggs are moderate.  
ne strictly high grade fresh gath-  
ed stock is firm with a fair de-  
and. Buyers are ready to take  
cheap eggs of good quality at  
cents and downward. The  
edium grades are quiet and ir-  
gular with free offerings. The  
gher grades of fresh Western  
gs bring from 20 to 23 cents and  
ncy nearby eggs come as high  
25 cents.

FRED. A. MCGILL.



## All Products in the PARKE'S STAMP LINE are Fast, Steady Sell- ers and Sure to Please Your Customers

**Parke's Stamp Line** includes Coffee, Tea, Spices, Baking Powder, Ammonia, Blue, etc., and will appeal to your customers, because in addition to the high quality of all the articles each package carries a liberal number of stamps with it. The stamps are good as cash in exchange for hundreds of valuable and useful premiums. It will pay you to handle the whole line because the sale of one leads to the sale of all the others. Once you start trade on **Parke's Products** it stays with you, because of the combination of high quality, big moneysworth and liberal premiums.

### L. H. PARKE COMPANY

232-234 Market Street  
PHILADELPHIA

638-640 Grant Street  
PITTSBURGH, PA.



#### WHAT TO TELL CUSTOMERS

"Of course you're saving **PARKE'S STAMPS**. Don't forget that you get them with Parke's Ammonia, Bluing, Baking Powder, Pepper, Mustard and other spices, etc., as well as Tea and Coffee. Buy all Parke's goods and you'll soon have enough stamps for a beautiful premium."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## Bound to get them

¶ An Electrically Lighted Grocery Store—interior and exterior—is *bound to get the buying public*.

¶ There is something about a brilliant, attractive illuminant which reaches out to the man or woman purchaser and compels attention—attracts trade! There is no illuminant to compare in effectiveness, in decorative possibilities, advertising qualities or economy, with Electric Light.

¶ For details and comprehensive estimates consult

**The Philadelphia Electric Company**

TENTH AND CHESTNUT STS.



**They'll Help Some**

¶ To get some trade to-day your store must appear sanitary and clean. Putting in U-Say Selected Sun-Cured Sanitary Prunes won't alone make it sanitary, but it will help, because it will show your desire to sell foods uncontaminated by dust and dirt.

¶ U-Say Prunes are the finest selected California prunes, packed in cartons that keep them clean, fresh and moist.

¶ Five sizes, retailing at 10, 12, 15, 25 and 60 cents.

**Beh & Herter**

SALES AGENTS  
140 Franklin Street  
New York

### WHAT PENNSYLVANIA LEGISLATORS THOUGHT OF PLAN TO ATTACH GROCERY DEBTORS' WAGES

(Continued from page 15.)

House what he has stood day after day on the floor in advocacy of the bills for which he has been sponsor and for which he has been pressing, and that we have followed the gentleman without a dissenting voice, and now he takes the position upon this one measure that it should not be passed because it will be to the detriment and to the harm of the laboring man. Does the gentleman concede that all bills should be paid? Whether clothing is a necessity or not does not enter into the consideration of the case. Should not such bills be paid and should any honest man refuse to pay them? I submit that this bill will not bring any hardship to any man. Suppose a man is earning \$20 a week. Under this bill he can exempt \$18 of that and only \$2 are subject to attachment, if within thirty days, mind you, after he has had notice by registered mail to his last known address, to make it, so that no snap judgment will be taken, if within that thirty days he has not gone to his creditor and made some satisfactory adjustment, then the attachment shall issue. He does not necessarily have to pay. Suppose in the thirty days he goes to the grocer and says, "I cannot pay, you must give me more time"; and suppose he does pay the \$2, would that man fail to listen to his plea? I think not. There is nothing unreasonable in this bill. I have been informed that it is customary in certain lodges affiliated with the Federation of Labor to issue attachments for dues payable to such organization. I do not think there is anything improper in this bill and I do not see why it should not pass.

And I further submit, Mr. Speaker, that Mr. Piper raises the point that it is not compulsory for a merchant to grant credit. But, Mr. Speaker, what a cry would go out if the groceryman and butcher would stick to that any say, "No, I will not give you credit." What would be said then? A man who carries people along on his books from day to day! Why, in the city of Erie, out of 150 stores in business there, only fifteen of the groccrymen were in business ten years ago, simply because of these bad debts. I submit this is not a hardship on the laboring man. It is usually the salaried man, the bank clerks and others in clerical positions in this Commonwealth, who go around with a cigarette in their mouth and their hat on the back of their head and who are earning \$75 a month, who refuse to pay their debts and hide behind the fact that you cannot attach them. They say to you that you can get it if you can.

Mr. Bergey.—Mr. Speaker, as a friend of labor and one carrying a union card, I want to arise and defend this bill. Organized labor and members of the union are not opposed to this bill, who honestly desire to pay their debts. The gentleman from Philadelphia has drawn an illustration regarding the installment houses. The gentleman fully knows that every installment sale practically is covered by a lease and the records of the installment houses show that their loss is less than 1½ per cent. As I understand this bill, it is aimed to protect the merchants who are selling goods without a lease, the groccers and the butchers and divers others who are selling goods to the men who they have trusted and who

are working in the local districts, in the shops, and who after the delivery is made go out of the town an escape an honest debt, owing to the man who cannot afford to give them credit, usually the small merchant, and I believe the members of this House, in justice to organized labor, should vote aye on this bill.

Mr. McAleer.—Mr. Speaker, I heard the gentlemen who are talking on this bill. Every one of them said, "As I understand this bill." They mean "this proposed law." Now, I want to tell you of my experience many years ago in Connecticut, where they had such a law and which they repealed some years ago because it was unpopular, was one which was a great hardship on the honest man and did not get the crook at all. What happened under this law in the State of Connecticut was, the unscrupulous merchant or man who did not care whether the people needed the goods or not or whether they were what they should be, was simply desirous of getting the goods out of his hands and into the hands of a man who had a job, and he did not consider he was doing wrong if he made any sort of promise, knowing that when the bill was due he could come along and claim under the garnishee bill, or, as they called it, the "factorized law," and he could issue an attachment or attach the wages up to a certain percentage of any working man or any of his minor children. Now, the grocer, the butcher, the baker were not protected, because the unscrupulous merchant selling clothing and furniture in excess of what the people's needs were, came in first with his claim. Now, the man who was a professional beat would go out and get his goods on credit and never was caught, for the reason that his boss never owed him anything. In other words, he would collect his wages on the Saturday for the following week. If the man was a good mechanic, though not strictly honest in his dealings, his boss did not care for that.

The wife of an honest man might go to an unscrupulous dealer and buy some goods and say to her husband that she bought it out of some little money that she had saved, because the dealer has told her that she can pay for it a little at a time, but when the bill was due the merchant could come and take the money out of the man's wages, and the working man would have no redress. That is how the bill worked in practice.

Mr. Piper.—Mr. Speaker, I desire to interrogate the gentleman from Montgomery, Mr. Bergey.

The Speaker.—Will the gentleman from Montgomery permit himself to be interrogated?

Mr. Bergey.—Mr. Speaker, I will.

Mr. Piper.—I desire to ask the gentleman whether or not this bill, if enacted into law, would protect the crook who gets out of town and refuses to pay his bills.

Mr. Bergey.—Mr. Speaker, not as I understand it.

Mr. Piper.—Mr. Speaker, I would like to ask the gentleman further if there is anything in the bill that would enable a merchant to bring a man back and make him pay his debts.

Mr. Bergey.—Mr. Speaker, as I understand the bill, you can send an exemplification of the record to any county in the State and attach the crook's wages, or it can be done if he resides in any other State.

Mr. Piper.—Mr. Speaker, I asked that question owing to the fact that it seems to me that the argument used by the gentleman in behalf of

the bill was to try and protect the business man from being cheated out of what another individual owed by leaving town and not paying his bills. I do not believe there is anything in this bill that is going to provide for the protection of the business man along that line, especially if a man is a thief, and wants to cheat the man he is doing business with, and gets out of town without his salary being attached.

Mr. Mitchell.—Mr. Speaker, I admit that the bill is not stringent. It is a compromise measure. It was introduced by me at the request of the Pennsylvania Retailers' Association, composed of about 90,000 members. In its original form it was a more drastic measure, and more like the New York, Ohio and New Jersey laws. In the Committee on Labor and Industry where the bill was considered, it was referred to a sub-committee composed of Mr. Letzkus, Mr. James A. Dunn and myself, and reported out on the floor of the House in its present form. Mr. McAleer referred to the law in Connecticut and, Mr. Speaker, I would like to interrogate him.

Mr. Hobbs.—Mr. Speaker, I desire to take but a very few moments. I did not intend to speak upon this proposition, but it is a well-known fact that the mercantile business is carried on very extensively and it is perfectly natural, and it is in great competition. Therefore, the profits on the necessities of life are very low, the percentage is very light, and in order for the merchant to make his business successful he must get his pay for the merchandise. The facts are that there are a great many men who refrain from or neglect to pay their grocery bills, while they squander all their money for the unnecessary things of life. For that reason those who do pay their bills pay more than they ought to pay, and, gentlemen, for the protection of the merchant and for the protection of the honest laboring man, this bill should pass.

The State Association's bill allowing the attachment of 10 per cent. of debtor's wages for unpaid grocery bills, which passed the House a week ago and is now in the Senate, was reported out of the Senate Judiciary Special Committee, with a favorable recommendation and is now on first reading. The bill is Senate Bill 1,415.

The Governor has signed the bill, referred to last week, requiring dealers in bankrupt goods to take out a license.

No sooner was the cold storage food bill signed than a bill to amend it was introduced in the House. The amendment has to do with stored fish, and provides that the dates when fish go into storage, which the main act says must cover month and day, shall in the case of fish be only the month and not the day.

About the only oleo legislation likely to be passed at this session was the bill which passed the



use on Wednesday, having first used the Senate. It establishes standard of color for oleomargarine. The present law is confusing because it merely forbids oleo to look like butter. The other important oleo bill, reducing license fees for retail grocers from \$100 to \$6, came up the day before, Tuesday, and was defeated.

The Senate bill defining commodities and providing weights for same and as to labeling with net weight, etc., which passed the Senate last week, was favorably reported out of the Senate Committee on Public Health and Sanitation during the week.

The Senate has finally passed Senate Bill 958, which relieves the merchant from the payment of mercantile tax. The concern, whether corporation, limited partnership or joint stock association, which has paid a tax on its capital stock. The bill now goes to the House.

Senate Bill 1,377, giving the State Livestock Sanitary Board jurisdiction over examining meats and other food products, has been reported to the Senate from the Judiciary Special Committee with a favorable recommendation.

R. C.

#### AMONG THE TRADE.

The Philadelphia Association of Manufacturers' Representatives held its annual outing at Brandywine Springs Park, Wilmington, Del., last Thursday. About a hundred men went down, and the number would have been increased had the weather been more promising. After a planked shad dinner a baseball game was played between players who never played before and players who ought never to play again.

#### MANY GROCERS

and it pays them to read the good stuff" in

The Advertising World  
Columbus, Ohio

Sample free, or four months' trial for 10 cents

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Editor "Grocery World and General Merchant"  
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Keystone, Race 746



## Satisfactory and Profitable Freihofers' Egg Elbow Macaroni

pays the grocer a nice profit and pleases his customers. It's a high grade, pure food, made of *real eggs* and *fine quality farina*, in a clean, sunlit, *American* factory.

Tell your customers it's the most tender and delicious macaroni they ever ate, because, once you get them started, they'll buy it all the time, and that means a steady stream of sales and profits for you. Selling FREIHOFFER'S EGG ELBOW MACARONI also leads to the sale of FREIHOFFER'S SPAGHETTI, PASTELS and NOODLES, all clean, *American* made, profitable goods.

*Freihofers* Baking Company, Philadelphia.

#### WHAT TO TELL CUSTOMERS

"I want to please you, so I'm going to ask you to try FREIHOFFER'S EGG MACARONI; it's the tenderest, most delicious, best flavored you ever tasted."



This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

## STEADY STAPLE PROFITABLE SELLERS



### Mason's White Dressing for White Shoes Mason's Tan Combination for Tan Shoes

are the biggest selling Shoe Dressings because the most satisfactory. The shoe trade sells MASON'S SHOE DRESSINGS because they are best and sell fastest: follow that example and PUSH THE SALE of *Mason's*. Don't stock your shelves with unknown and unsalable brands. Every customer you have uses shoe dressing—*sell it to them*; you can if you'll offer *Mason's*, because *Mason's* are so WELL KNOWN. Remember that these staple, fast selling shoe dressings pay you 75 per cent. profit; and, they are something *everybody* buys.

JAS. S. MASON COMPANY

138-140 North Front Street

PHILADELPHIA



#### WHAT TO TELL CUSTOMERS

"This White Dressing of *Mason's* has fairly swept the country, because it is the finest dressing for white shoes ever discovered. Try it!"

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s  
Department Food Stores, Dover, N. J.

**Selling Macaroni.**—If you ever have an opportunity to visit a macaroni factory—Freihofer's in Philadelphia, for instance—it's an education. The real difference in the good and poor macaroni is the quality of the raw material and the method of manufacture.

A poor macaroni will cook pasty and sticky and will have an unpleasant after taste, while a good macaroni will be tender and sweet. Your customer says "What is the difference in the imported Italian article and the American?" The writer's experience is that the imported is not superior to ours.

Ours is made from northern spring wheat farina and this is as good in quality as anything that grows. You can say that the general preparation of this article is far more sanitary than that used by the Italians, being made in a clean American factory under ideal sanitary conditions.

\*\*\*

**"I Can Beat Your Price On Lard,"** says the little cash buyer. Yes, but are you talking about the best lard? There's compound and there's pure lard. There's best lard so-called

and there's leaf lard, which in reality is the best. What does "Leaf" mean? Why it means the leaves or thin layers of fat rendered down just as taken from the hog. For buying purposes especially this is the cheapest to use. It's all substance and very sweet. This is the kind I quoted you. "Certainly we have the other."

\*\*\*

**Changing Things Around.**—Did you ever go home and find your bed where the bureau was and the couch where the table sat? What inspired the little woman to tear things around? Nothing but the love of change. The desire to please. You liked it. It created a new atmosphere for you. You wonder why it hadn't been done long ago. That's the man of it.

Now turn around yourself and do the same thing in the store. Move something. Upset things. Transfer your cake department, for instance, where it will be near the window and where half the loose goods can be shown up and sold right out of the window. Place the coffee mill somewhere else or the inside fruit show. The

public may remain silent, but they'll wonder why it hadn't been done long ago.

\*\*\*

**A Good Pace Maker.**—When a fellow gets along to be 25 and has settled down to live and learn he has surely met somewhere or other his ideal man—a man who is all honor, who is wholesome, happy and a financial success. That's the man to imitate. That's the man to watch and study and talk with if possible.

To be sure we can read about such lives and such reading "remind us we should make our lives sublime," but coming in contact with real success at close range is or should be most inspiring.

If you were asked to-morrow to sit at the desk of your ideal man and assume his duties, how near would you qualify? If you have the right ambition, sir, there is no question as to your being "asked" some day.

But if you make no attempt to learn the things he learnt or to live the correct life he lives, your chance will be very improbable indeed and the sooner you realize it the better.

\*\*\*

**Getting the Price.**—Some men sell goods all the day long and get the full price. Some ask permission to cut prices if they only sell \$10 worth.

The fact is, price-cutting isn't a business getter compared to good delivery service, good personal attention and a good understanding of the things you have to sell. A woman may tell you she can buy peaches for 20 cents a can that are

"simply splendid" and yours are 25 cents. You ought to know the difference in these two. The fruit in the one can is small, slightly off color, a trifle ragged and a bit irregular in form. The syrup is light. Your 25-cent fruit is large halves, golden yellow, uniform color, evenly cut, riper, sweeter, better flavor, far nicer looking when served and the syrup is much heavier. Same argument applies to nearly every other fruit, particularly apricots, quince and plum.

\*\*\*

**Take Care of These Goods.**—Bismarck herring in glass and cans as well as Brat herring must be put in the cooler and sold from there, yet where there is a refrigerator plant you can keep a few of these under display during the hot season and many a sale will be made that wouldn't be were they stored out of sight.

Asparagus is now coming from nearby points only, and commands 15 to 25 cents per bunch. The quality is fine and the demand good.

PUSH YOUR OWN BRAND OF

## Peanut Butter

We will pack the best quality under your OWN PRIVATE LABEL in vacuumized glass drinking tumblers; also Mason jars, cans or pails.

**Upham, Miller Co.**  
NEW YORK

Manufacturers, Importers and Packers of Food Products of the Finest and Most Exclusive Grocers in America.



## TIME NOT WASTED

Too often we think it a waste of time to read an "ad," failing to recognize the fact that the advertiser is presenting a line of goods upon which he stakes his reputation. It is not time wasted for a live merchant to keep in touch with anything that will benefit his business.



**SYRUPS**—We cannot emphasize too much the importance of taking care of your Syrup trade. Our Syrups are selected with great care; special attention is paid to quality and we keep the standard up to what it should be. Royal Table Syrup is one of those bright, clear, sparkling syrups, having a delicious flavor. Our Challenge Syrup is a great favorite and has a host of friends; other leading brands include Gilt Edge, Ex. Amber, Crescent, Quaker City, White Clover, King "B" Drips, Cruiser, 109 Sugary, Ex. Maple, Etc.; also Sugar Syrups and New Orleans Molasses. Send us your orders.

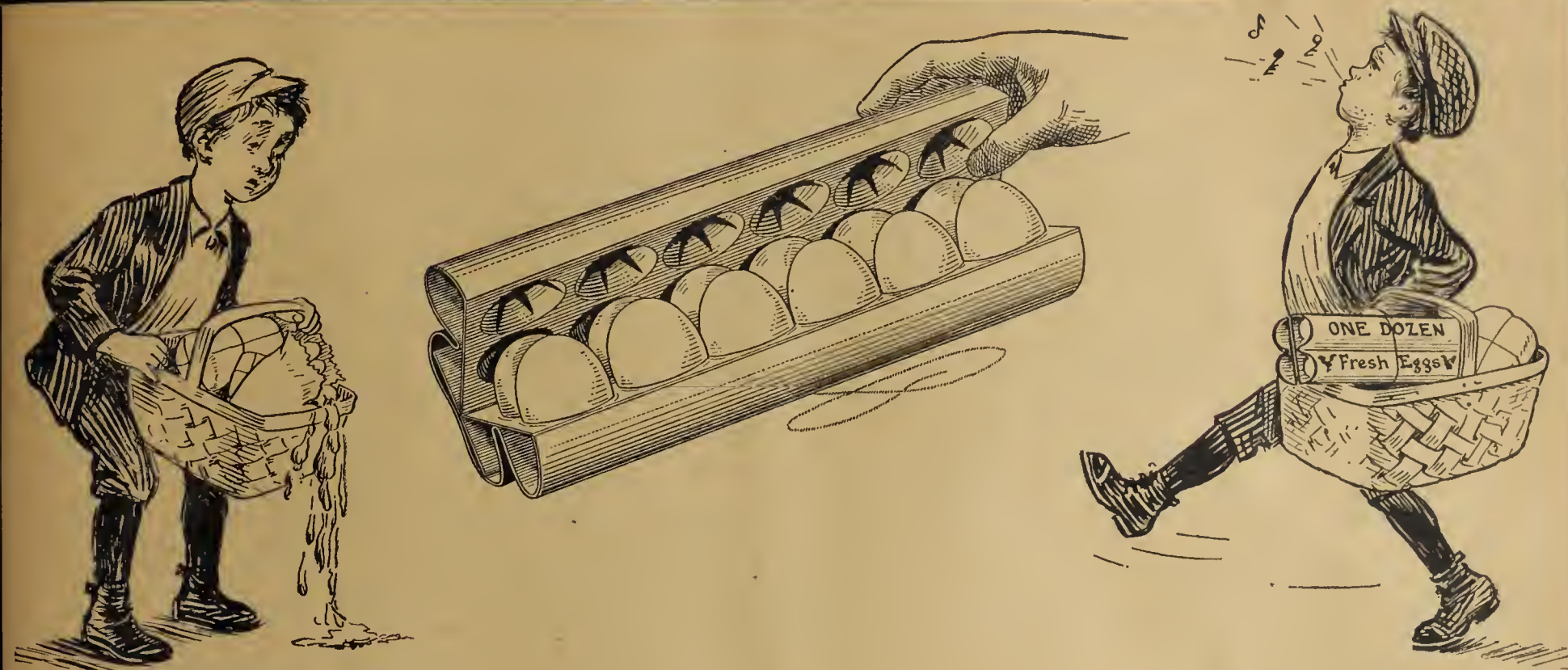
**OLIVES**—Our new package, a twenty-ounce fruit jar Queen Olives, packed in cases of one dozen each, a splendid package to retail at 25c., price per doz., \$2.20.

**GOLDEN WAX BEANS**—Here is an opportunity to buy high-grade goods at bargain prices. We offer, for this week only, our celebrated CRUISER BRAND New York Stringless Golden Wax Beans, at \$1.10 per doz.; regular price, \$1.25. No one more than five cases.

**OLIVE OIL**—Always more demand for table oil at this season of the year than any other time. We offer our own importation of the finest French Oil, "Beaumarchand Brand," packed in dark bottles, half-pints, 2 doz. in a case, per case, \$4.30; pints, 2 doz. in a case, per case, \$6.75; quarts, 1 doz. in a case, \$6.00. We recommend this oil to the finest trade.

**KIRK, FOSTER & CO.** WHOLESALE GROCERS **209** NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA





## Continental Safety Egg Cartons are the Only Practical Egg Cartons

First: They prevent breakage, because each egg is firmly gripped in a cushion-like nest, and this secures your full profit.

Second: They are quickly and easily filled and fastened.

Third: Each carton has its own string and fastener attached to it, thus saving time and string.

*Packed flat, 250 to the case*

*Ask your jobber or write us for FREE sample*

### CONTINENTAL PAPER BAGS

"There's a Continental Paper Bag for every paper bag purpose," and our name on a bag carries with it the quality guarantee of the biggest paper mills in the world. Let us quote prices on the grade of bags you are now using.

**COFFEE BAGS:** Let us show you how to make a reputation for your coffee and increase your sales by using bags that will retain the fresh roasted flavor and aroma.

*Write us for samples and prices*

Write us for sample of our new specially designed Parcel Post package which meets every requirement of the postal authorities for shipping eggs by mail with absolute protection against breakage.



**Continental Paper Bag Co.**  
**WHITEHALL BUILDING, NEW YORK**





### CCVIII.—A Phase of the Law of the Purchase and Sale of Merchandise.

The following letter reaches me from New York State. The subject will be for general interest:—

Please answer the following questions:—

(1). Whether or not the purchaser is not responsible for goods shipped on his order, whether or not the goods are ever received by the purchaser? That is, if the seller ships the goods on the purchaser's order and takes receipt therefor from the carrier company, is not the purchaser or concern ordering the goods responsible for the bill?

(2). If goods are lost in transit, is not the carrier company absolutely responsible for the value thereof to the purchaser?

If these points have not been covered in any of Mr. Buckley's articles, perhaps he would cover them specially in an early article.

The question to whom goods belong while they are en route from seller to buyer depends on the terms between the parties. Sometimes they are the property of the seller and sometimes they are the property of the buyer. Of course if anything happens to them the claim upon the railroad must be made by the owner. Whether, if they are lost, the buyer must still pay for them, depends again on the terms of sale.

I can make this clear by citing two simple illustrations:—

1.—A is a jobber located in New York City, who obtains an order from B, a retailer located in Cincinnati, Ohio. The goods are sold f. o. b. New York, which means free on board cars in New York. When A delivers them to the railroad company in New York City, his contract is completed, and in the eyes of the law the goods are then delivered to B, the buyer, and they are in his constructive possession all the time they are en route. In this case the railroad company is the agent of B.

2.—The same parties enter into a contract for the purchase and sale of goods, but this time they are sold f. o. b. Cincinnati, Ohio, which means that A's contract is not completed until he carries, or gets them

carried, to Cincinnati. In this case the railroad company is the agent of A, the seller, and the goods are in A's constructive possession during the whole time they are traveling.

In cases like the first, if the goods are lost, the loss is B's, because he owned the goods at the time. It is he who must make claim on the railroad, and he must pay for the goods whether he ever collects from the railroad or not, and he cannot wait until the railroad settles, either.

The same statement of course applies where the goods are not lost, but merely damaged.

In cases like the second illustration, the loss—if the goods were lost—would fall on A, the seller, because he owned the goods at the time. They had never left A's possession, and B would neither need to pay the bill or to care anything about it. This is also true in case of damage rather than loss.

Now as to the second question asked by this correspondent—is the railroad not absolutely responsible for the value of the goods in case they are lost while en route? The answer is, not necessarily. You can be very sure that if the railroad has been able to tie the owner of the goods up in a contract letting the railroad out in case of loss or damage, it has done so. The contract between a railroad and the shipper is the bill of lading which the shipper gets when he delivers the goods for shipment. It is loaded with small type provisions which give the railroad as much as possible and the shipper as little as possible. Where goods are sold f. o. b. New York the buyer can of course not attend to getting them shipped, so the seller usually does it for him, in which case the bill of lading which the railroad gives the seller is still the

contract binding the buyer, because in making shipping arrangements, the seller acted merely as the buyer's agent, and the buyer must abide by what the seller did.

The law allows a railroad to put in the bill of lading provisions exonerating it from liability for loss occurring from everything except its own negligence. The policy of the law has always been to forbid railroad companies from making shippers agree not to hold it responsible for its own want of care (negligence), but a few of the States have lightened up a little on this, and are now allowing it to be done. Generally speaking, however, the policy of the law is still that a railroad must stand for losses caused by its own negligence, whether it has put the contrary in its bills of lading or not.

This means that under the present method of dealing between a railroad and a shipper the latter can hold the former responsible for lost or damaged goods *only when the loss or damage is caused by the railroad's negligence*, and sometimes the shipper must prove the negligence, which is often a hard thing to do. In other cases, however, all that the owner of the goods must do is to prove the delivery of the goods to the company, and the latter's failure to deliver them at their destination, or their delivery in a damaged condition. Then the railroad must show that loss or damage were caused by something other than its own want of care. If it doesn't do that, to the satisfaction of a jury, a verdict will be given against it. Negligence means lack of ordinary prudence and care.

How much can the owner collect if he collects anything? The measure of damages in case judgment is obtained against the railroad for the loss of the goods, is the market

value of the goods at the point of destination, not the point from which they were shipped. To the market value may be added interest, and from the sum of principal and interest the freight charges are to be deducted. Where the goods are simply damaged the measure is the market value less the fair value of the damaged goods at the point of destination.

In case of damage through unwarranted delay, the measure of damage is the difference between the market value at the point of destination on the day when delivery should have been made, and the market value on the day when it was made. This is so whether the decline which may have occurred was due to a market decline or a deterioration of the goods themselves.

(Copyright, May, 1913, by  
Elton J. Buckley.)

Question: E. S., Detroit, Mich.—I am a subscriber to your journal and have a case on hand that requires your advice. About one year ago a man came to my store who claimed to be an inspector of the Detroit Board of Health and told me to deliver groceries to a family who were quarantined with scarlet fever and he would see that the bill would be paid. It has been impossible to collect, and I want to have your opinion on what to do. I have called on the Board a lot of times and can get no satisfaction.

Answer.—This depends on the status of the inspector. I cannot imagine his acting in this way so that the Board of Health would be bound. He was probably merely a messenger for or friend of the quarantined family. If this is correct, the family, if they got the goods and consumed them, are liable for their price. It may be that the inspector guaranteed their account when he said "I will see that the bill is paid." If he merely guaranteed the debt of another his promise would have to be in writing; otherwise it has no force. His words at the time may have been such as to make the debt his own, in which case it would not need to be in writing. If the family are insolvent, it looks as if nobody else was legally liable. I advise going after the family first. If you can't get your money from them I should lay the facts of the inspector's guarantee before the Board of Health, for while they are probably not liable, it might well be that they would not care to employ a man who



ld play such games on mer-  
ts.

NOTE.—Requests for informa-  
in this Department should  
ely set out in full all the facts  
ing on the case, and all ques-  
s should be carefully framed  
avoid misconstruction. Write  
one side of the sheet only.  
ers should be received at this  
e not later than Tuesday of  
a week to ensure an answer  
he Monday's issue following.  
signature and address of the  
er must accompany all in-  
ies, and will be published un-  
there is a request not to do  
All inquiries received will be  
vered without charge. Ad-  
s all communications to Legal  
tor "Grocery World and Gen-  
Merchant."

to Grocer Says Beef Was Never  
So High in His Experience.

A. Loos, a grocer at 1072  
n street, Columbus, Ohio, says  
he has been in the retail gro-  
business for thirty years and  
he is now paying the highest  
e for beef that he ever paid.  
Loos purchased a hindquarter  
beef on April 8th and carefully  
red up his profits. The result  
astounding. He sold it as fol-  
s:—

4 1/3 lbs. Porterhouse steak at 30c. ....	\$4.30
5 1/2 lbs. loin steak at 25c. ....	6.35
7 1/3 lbs. round steak at 22c. ....	8.16
8 lbs. rump roast at 22c. ....	1.75
5 1/3 lbs. flank beef at 15c. ....	2.26
4 lbs. soup bone. ....	.30
3 lbs. suet at 5c. ....	.15
1 1/2 lbs. kidney ....	.08
4 lbs. scraps ....	.05
3 lbs. ....	\$23.40

The beef brought \$23.40 for the  
pounds which were sold. The  
der attributed 19 pounds to  
nkage, which made the total  
ght 142 pounds. The cost price  
11 cents per pound, which  
le the price of the hindquarters  
.88. Mr. Loos figured his cost  
doing business at 15 per cent.  
estimating his profit he figured  
margin on the cost price, the  
t of selling \$19.88 worth of beef  
ounting to \$3.46. Adding this  
\$19.88, the cost of the beef at 11  
ts per pound, the result was  
.34. Thus his net gain on the  
saction amounted to the mag-  
cent sum of 6 cents.

**PATENTS**

Trade-marks procured promptly and  
perly in all countries.

vis & Davis, Washington, D. C.

# LOSING YOUR TIME AND HERS!



You could sell ARGO  
STARCH to *ten* cus-  
tomers in the time it takes  
to sell bulk starch to *one*,  
because when you handle  
ARGO STARCH  
there's no weighing, no  
wrapping, no tying—just



a neat carton to take from the shelf and hand out. You can  
sell ARGO STARCH and *nine other articles* to one  
customer in the time it would take to scoop, weigh, wrap and  
tie bulk starch. This means you can't afford to bother with  
bulk starch. ARGO STARCH is *clean* starch, it starches  
clothes *white*; we say so in our extensive advertising and sales  
come quick to the grocer who keeps ARGO STARCH  
well displayed.

**Corn Products Refining Company**  
**NEW YORK**



## WHAT TO TELL CUSTOMERS

"ARGO STARCH is the clean and pure starch. The first  
time you use it you'll notice how much whiter your clothes  
look. Let me send it to you this week."

This is one of the firms the sale of whose products  
helps organize the Pennsylvania Retail Merchants





### My Views on Strikes.

I suppose if anybody had kept tabs on it, they could say without lying that as many as a thousand times somebody's heard me say as loud as I could, that the doctor that refused to go tend a sick person just because he wouldn't pay his bill was a dog and a pole cat. When you think about it in cold blood, I'll own up its a little hard to see how a doctor could be both a dog and a pole cat, but take it from me, he can. He can be a dog with a pole cat's habits.

Be that as it may—I say, be that as it may—I've changed my mind. When I said that I was in wrong, and I've been shown I was by having almost the same thing happen to one of my own customers.

I say now, and I ask that the reporters take it down exactly like I say, that a fellow that don't pay his bills ain't got any right to anything, and a doctor or a grocer, or anybody else, that he's beat out of a bill once, has a perfect right to shut down on him when he has a good reason to think he won't get his money.

There's one exception to that—the fellow that would have paid, and who tried to pay, but ain't been able to because of hard luck.

He's all right—all of us ought to stand behind the poor devil that's fell down after trying his darndest to stand up.

I have a customer who if he don't find a thousand bones in the street between this and the first of June is going to bust. Sure thing! Of course we all know what a cinch it is that he'll find the thousand.

And it's all because he trusted out goods to people that never had been any too quick to pay him, and couldn't pay him now because they went on a strike.

Put in a peanut shell, here's the way he's fixed: He has a store in a mill town, and near all his trade is mill hand trade. They went on strike last March and only went back last week. They never were bang-up customers; they'd always pay the installment man before they'd pay him—the installment stores do a fearful business with people like that—and if they had half a dollar to pay on their back grocery bill or take the kids to the movies, they'd choose the movies and let the grocer go hang.

People like this never have anything laid by, but that never stops 'em from striking because they don't like the shape of the foreman's wife's aunt, or something like that.

After they'd gone on strike they went right on buying groceries just the same. My man let 'em have everything they wanted. He didn't have much capital to fall back on and pretty soon the hole opened up and he slid in. He told me the other day that he had near \$4,000 on his books! One family that make \$13 a week in the mills when they're working owes him over \$200! Swell chance of getting it, ain't there? He'll never get it! They simply can't pay it—how can they when it takes all they can make to carry 'em along from week to week?

My house is in on the thing, like about a dozen more, so he told me all about it when I was over there last week.

"Well, it's your own blamed fault!" I said, "what did you carry these people for?"

"I couldn't let 'em starve, could I?" he said.

"Sure!" I said, so loud that the town police force moved in his sleep, "sure you could let 'em starve if they won't work! If they're starving because they're in hard luck that's different, but if they're starving because they won't work when they could, that's up to them. It ain't up to you to keep

'em alive—let 'em starve to death if they won't work!"

"They'd get goods somewhere else and when they got back to work they'd boycott me," he said.

"All right," I said, "even if they did, you wouldn't be as bad off as you are now. If you've got to lend 'em \$4,000 as the price of selling 'em when they're working, I'd put the bargain up—believe me, it ain't any bargain at all. What'll those people do for you now they've put you in this hole? Anything? No, they won't do a darned thing. They won't even buy their stuff here if they can get it a cent cheaper at a store four squares away!"

I suppose I frothed at the mouth a good bit, but I was mad, for I got my firm to open the account with this customer and he hadn't ought to have been so blamed generous.

"Why if I did what you say," he said in a minute, "these people could never strike at all, no matter what their bosses tried to do to them."

"Yes they could," I said, "but they'd wait until they had money enough to live on while they were out. They'd understand that the strike was out of their own pocket, not out of yours, and they'd think a week about striking then instead of thinking a minute."

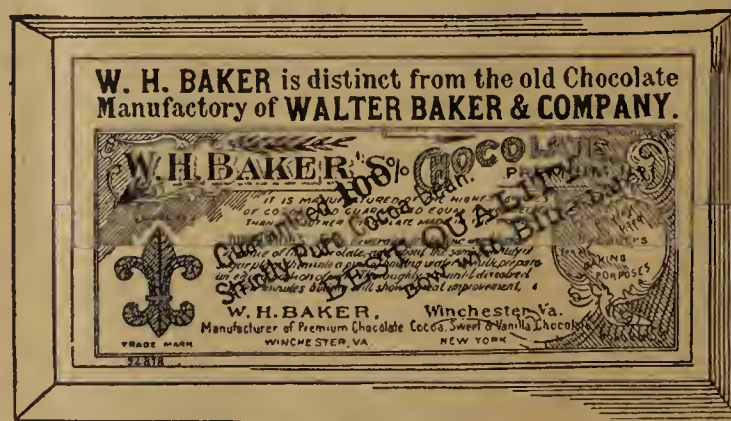
"Well, there's no use crying over spilt milk," he said, "the thing's done now, and I'm in a bad hole."

And he is, too. And so are the creditors.

I'll tell you what I think about it. I think that as soon as there's a strike on, every retailer who sells to the strikers ought to say "spend cash" for everything he sells 'em until the strike's over. Gee whizz, but what a hen of a difference that would make in the labor muscles!

THE STROLLER.

## W. H. BAKER, WINCHESTER, VA.



### Chocolate and Cocoa Preparations

United States Serial No. 5257  
Guaranteed Under the Food and Drugs Act, June 30, 1906

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"





## Does This Bag Look Different?

You've seen a lot of package coffee, did you ever see one that looked anything like the little burlap bag that **Private Estate Coffee** is packed in?

Don't you see the selling force in this?

There's more to it than the bag, however. **Private Estate Coffee** is as unusual, in its way, as the bag it is packed in. Much of it is fine Mexican, which is splendid in the cup.

Altogether it is by far the best package coffee proposition on the market. Price to you, 28 cents per pound. Also packed in tins.

**Private Estate Coffee Co.**

Successors to F. A. CAUCHOIS & CO.

FULTON MILLS

21-23-25 Fulton Street  
NEW YORK CITY

THERE'S  
MONEY  
IN IT  
FOR  
YOU

## Babbitt's Cleanser

Keep Babbitt's Cleanser on Your Shelves Where Customers Can Always See It

BABBITT'S CLEANSER is one of those articles that will sell itself if displayed; therefore, be sure you always have it prominently displayed on your shelves where your customers can see its attractive packages. They'll buy it if they see it and you want them to buy it because

"There's money in it for you"

**B. T. Babbitt, Inc.**  
New York



## Waste No More Time Nor Trade

☞ Nobody can find any better butter than **Gurnse**, and hunting for butter as good will cost you time and money—and may cost you trade.

☞ Why not stock **Gurnse** now and get the benefit of the strongest and most sweeping guarantee ever given for butter? The only money-back guarantee of quality ever given for butter, so far as we know.

☞ **Gurnse** butter is the finest dairy butter made and runs absolutely uniform from one year to another. Wrapped in brine-dipped parchment and sealed in cartons.

Packed in 20, 30 and 50-pound boxes—pounds and half pounds—36 cents  
Prices subject to market changes.

**P. F. BROWN & CO.** 39-41-43 SOUTH FRONT STREET  
PHILADELPHIA, PA.



## Sell Your Baled Waste Paper

Turn into revenue what is now not only a waste, but a danger—your waste paper.

But you will have to bale it first.

## Schick's All Steel Baling Press

is the most effective press, the easiest operated—a boy can work it in odd times—and the most moderate priced. This press makes up 150-lb. bales in a few minutes.

Your insurance man will very likely reduce your insurance rate if you tell him you don't let waste paper lie about.

Write for catalogue P, prices and discounts.

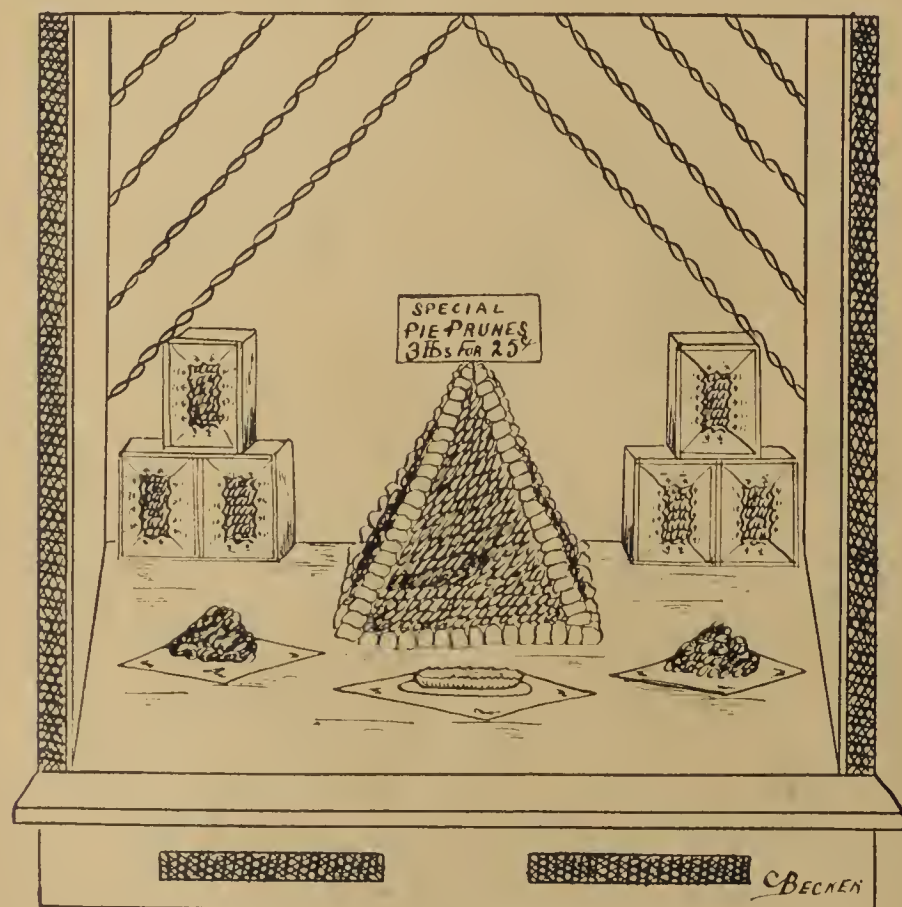
**DAVENPORT MFG. COMPANY**  
DAVENPORT IOWA





### Pie Prunes.

Have a special on pie prunes. Make a neat and attractive display of them, especially if you have a large stock on hand and wish to get rid of them before the real warm weather sets in. To arrange, first build a pyramid of wood about two and one-half feet high and cover

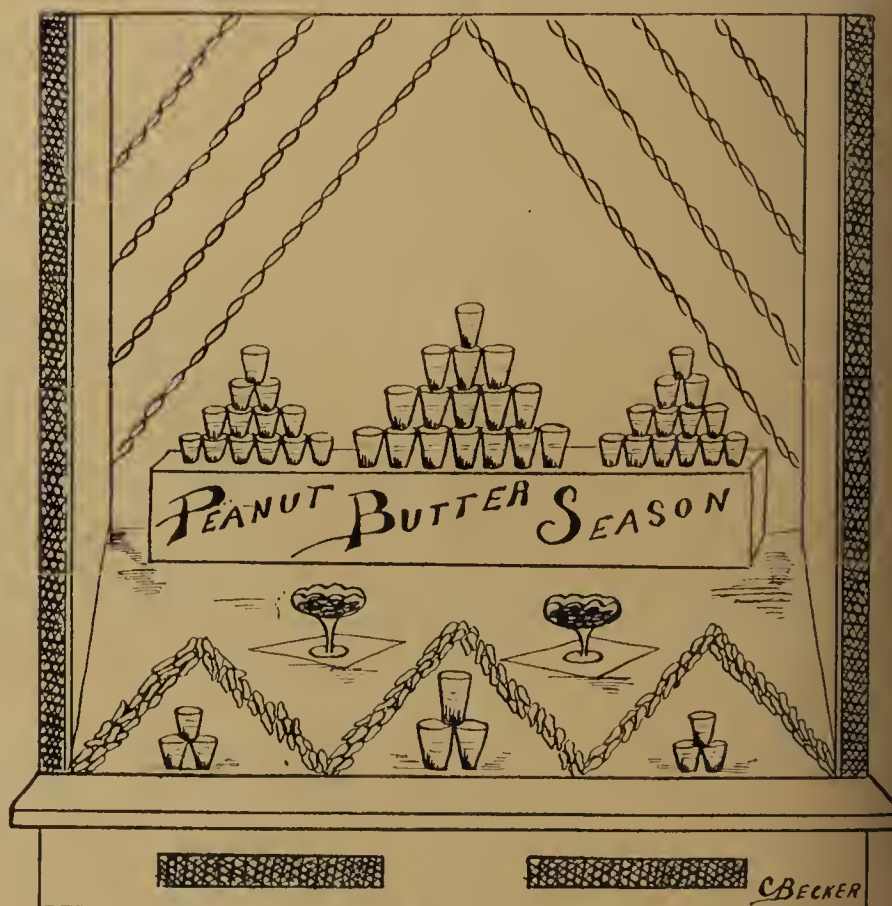


it with waxed paper. On the four edges make little tufts of white crepe paper, first cutting a long strip of it about two inches wide, and fasten the little tufts in place with small tacks. Now start and cover it with prunes. Use small black pins for this. Place a pin through each prune and fasten into the pyramid. Use great care and hide the heads. If this is done right you will not be able to see how they are held in place. Now cover the bottom of the window with white crepe paper. Place the pyramid in the centre towards the rear. In front of it, on a napkin, place a nice, fresh pie. Have one of your customers to bake it for you. At each side place a pile of loose prunes on a napkin. At the rear place a pyramid of the boxes at each side. Make a background

of the twisted strips of white crepe paper like the other window. The price tag at the top of the pyramid can be made to suit the grocer.

### Peanut Butter Display.

The season for quick sales on peanut butter is here. Picnic time. Make an attractive window display of it in the following manner. First cover the bottom of the window with white crepe paper. Along the front make triangle forms of choice peanuts and place a pyramid of the glasses in each one. Back of them on paper napkins place some loose peanut butter in tall glass dishes. Make a platform along



the rear, about twelve inches high and about six inches deep, cover it with white crepe paper and letter as illustrated. On it build tall pyramids of the different size glasses. For a background use twisted strips of the white crepe paper. Cut the strips about three inches wide

### Food-purchasing Platform of the Housewives' League.

The National Housewives' League carries the following as its platform regarding the purchase of food products:—

#### MEMBERS ARE REQUESTED:

To insist upon full weights and measures.

To insist upon cleanliness in the handling of food.

To protest against the exposure of all food to contamination from dirt, flies or other infection and to refuse to purchase such food.

To read carefully all labels on canned and bottled goods and to report any violation of the Pure Food and Drugs Act.

To make personal investigation into the sanitary condition of their markets, grocery, bakery, dairy,

laundry, delicatessen and confectionery stores.

To, as far as possible, refuse to purchase cold storage poultry, fish, butter, eggs, fruit, etc., which have been held to the detriment of condition or advancement of price.

IN JUSTICE TO TRADESMEN MEMBERS ARE ALSO REQUESTED:

To so plan their orders that but one delivery a day is required.

To pay cash or settle all credit accounts promptly.

To patronize tradesmen who comply with the laws.

To refrain from handling articles of food that are exposed for sale.

To give preference to food distributing stores that close not later than 7 P. M.

Florida peaches are high—\$3 to \$5, and the demand is very slow.



Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

## General Merchant

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## United States Supreme Court Says That Manufacturer of Proprietary Patented Product Cannot Control Retail Selling Price

**Even if it is Patented, Retail Dealer Can Sell at His Own Figure, Regardless of Manufacturer's Wishes. Case Involved Sanatogen, a Patented Drug Product, But Directly Applies to Kellogg Case.**

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

May 29, 1913.

The United States Supreme Court during the week added another highly important decision to the several it has recently handed down, as to the right of a manufacturer to control the price at which his product shall be sold by the retailer. The recent decisions on this subject have not been easy to reconcile, and to a layman they have not been consistent, though both the court and lawyers say that the apparent differences can be explained.

The case decided last Monday was brought by the manufacturers of Sanatogen, a drug preparation, against certain retail druggists who were cutting the price. Sanatogen was patented and a notice appeared on the package that the retailer who bought it to resell it did so on condition that the price should be so much. The defendants broke that price and the Sanatogen people sued to restrain them. The Supreme Court, which has now had the last say, decides that the manufacturers of a patented product cannot control the price at which the retailer shall sell it. The decision is one of the most important ever decided on the point, and directly applies to the case recently brought by the Government against the Kellogg Toasted Corn Flake Co.

The decision was not unanimous, five judges rendering the decision and four dissenting. It appeared on argument that all the decisions of the lower court, and several decisions of the Supreme Court itself, had been in favor of the manufacturer's contention that he ought to be allowed to control the retail selling price of his product.

The decision applies to a large number of proprietary products,

drugs as well as foods, which have always been sold at a price fixed by the manufacturer. The Department of Justice has contended that once a patentee sells his patented article he loses all control of it and is powerless, especially in view of the Sherman anti-trust law, to establish resale prices. This view the above decision upholds.

Several anti-trust suits now in the courts are based upon this principle and the Department of Justice has been eagerly awaiting a determination of the question before starting more prosecutions on the same theory. It is said that the right to establish resale price is being claimed by an almost unlimited number of companies which are now expected to avoid attack by the Government.

HOLT.

### General Food Bill Killed Second Time. Now Dead for Session.

**Defeated Twenty to Eighteen, After Lebanon Senator Attacks Benzoate of Soda. Cold Storage Food Amendment as to Fish Defeated, But Gets Back on Calendar. Other Legislative Notes.**

Special Correspondence of "Grocery World and General Merchant."

Harrisburg, Pa.,

May 29, 1913.

The proposed new general food bill came up again on final passage in the Senate on Tuesday and was defeated for the second time. This kills it for the session. The vote was 18 yeas, 20 nays.

Senator Gerberich, who was practically sponsor for the measure, made a long speech for the bill before the vote. He talked particularly of the benzoate of soda feature. The bill forbade the use of benzoate of soda, whereas the present law, like the Federal law, allows its use up to 1-10 of 1 per

cent. in certain articles. Senator Gerberich said benzoate of soda was not of itself harmful, but allowed the use of impure materials.

H. B. 527, which would give druggists a monopoly of the sale of all patent medicines, drugs, and extracts, and which is being fought by wholesale and retail druggists, has been amended by greatly modifying the provisions restricting the sales of the products named by stores other than drug stores. This bill has been sent back to the House to the Committee on Health and Sanitation and is expected to die there.

The Senate has passed on second reading Senate Bill No. 1,377, which forbids meat dealers from allowing any persons, evidently meaning customers, from handling meats displayed in retail stores, also forbidding exposing meats, or meat food products to dust or dirt.

The part of the bill that affects retail dealers is Section 1 as follows:

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That it shall be unlawful for the owner, lessee, occupier or manager of any place where meat or meat food products are prepared, stored, sold, offered for sale or transported, to permit meat or meat food products to be handled by any person other than the agent or servant of such owner, lessee, occupier or manager, or to permit meat or meat food products to be exposed to any disease carrying or filth carrying insect.

The penalty for the first offense is a fine up to \$100, and for subsequent offenses a fine of \$100 to \$200.

The bill to amend the new cold storage law by making it unnecessary to mark cold storage fish with the day and week when it went was defeated in the Senate on Tuesday, but was immediately revived and put on the postponed calendar.

R. C.

## Retail Meat Dealers Warned Against Flies

**Pennsylvania Livestock Board Shows Frightful Array of Figures and Facts as to Fly's Chance to Poison Meat. "More Dangerous Than Wild Beast."**

The Pennsylvania State Livestock Sanitary Board has sent to 7,000 retail meat dealers throughout the State the following warning as to allowing flies about stores, markets and slaughter houses. The meat dealers of other States might also take the warning to themselves:—

It is important, with the approach of warm weather, that something be done to prevent flies in and about slaughter houses and places where meat is exposed for sale.

Manure, particularly horse manure, human feces, cow manure, such as the contents of paunches of slaughtered cattle and accumulation of organic refuse, and rubbish similar to that found around unsanitary slaughter houses and markets, afford the most favorable conditions for flies to breed.

The fly lays about 120 eggs. There may be from eight to fourteen breeds annually. It is calculated that the progeny of a single female fly might be over 14,000,000,000,000 individuals at the end of the twelfth generation. The form and character of the fly's body and limbs are particularly adapted for carrying the infectious material. Since it breeds in fecal matter as has been shown, and feeds on even more dangerous material, such as is found in cuspidors, privies, the carcasses of dead animals, decomposed meat and other equally germ laden material, the consequent facility for the spread of disease breeding germs is very apparent. It has been

found that a single fly carried in its mouth and on its leg 100,000 fecal bacteria. The number of bacteria on a single fly may reach over 600,000.

It has been pointed out that filth breeds flies and flies breed death, and that the fly is far more dangerous than a wild beast roaming about, for the reason of its enormous capacity for multiplication and silent mischief.

The fly has been condemned because it carried typhoid, dysentery, tuberculosis, infantile diarrhea, anthrax, smallpox, Asiatic cholera, ophthalmia and other dangerous diseases. It has recently been further condemned for spreading that dreaded disease, infantile paralysis.

Is it not, then, important for the Meat Hygiene Service of the State Livestock Sanitary Board to have the hearty co-operation and careful and tidy butchers and local Boards of Health requiring the careless and slovenly butcher to keep his establishment and its surroundings clean so that there may be no place for this dangerous pest to breed? Is it not likewise high time for the butchers throughout the State to provide screens to protect the meats from contamination, as has been done in a few localities? Your hearty co-operation in dealing with this important problem is earnestly requested.

Huckleberries from North Carolina have reached New York, and will reach Philadelphia shortly. They command 20 to 22 cents per quart.





## Advertises Itself

In 1903 Hawaiian Pineapple first appeared upon the market in commercial quantities, a paltry hundred thousand cans—barely one can for every nine hundred people in the United States.

In 1907, only four years later, the output and sales were fifty times as great, an increase of 5,000%. Up to this time, not one dollar had been spent for advertising.

### The quality of the product has advertised itself

In 1908 the output was again doubled—Hawaiian Pineapple was advertised in some of the magazines for seventeen months (you may remember), and the demand was quadrupled in twenty months. Can you think of any other food product, the demand for which could have thus *increased more than three hundred times* in ten years with so little advertising?

Yet this 31,000,000 cans is still scarcely enough to give each person in the United States one-third of a can *once a year*.

All your customers who know Hawaiian Pineapple, want more than this eight times a month.

We begin packing again in July, but it will be well into the Fall before future packing will reach your shelves.

Have you had your share this year?

Have you enough on your shelves to keep you going?

Always stock with Hawaiian Pineapple, no matter what brand; so long as it comes from Hawaii it is sure to be "picked ripe" and "canned right." At all jobbers—sliced, grated or crushed.

**Hawaiian Pineapple Packers' Association**  
HONOLULU, HAWAII

## BURK'S Meat Loaf

SEASONABLE THROUGHOUT THE YEAR

Composed entirely of fine selected meats—contains no flour or cereals. Baked fresh daily in loaves of about six pounds.

Makes a quick and delicious breakfast sliced and fried in a little butter.

Can also be served cold for luncheon, cut it thin slices or warmed in the oven in one piece to take the place of a roast.

## BURK'S Lunch Roll

(Copyrighted)

SUBSTITUTE FOR BOILED HAM

Composed of lean, tender pieces of pork, mildly cured, stuffed in linen container and boiled.

Far superior and more delicious than boneless boiled ham, being juicy, mild and sweet; also less expensive and not near so wasteful—in fact no waste at all. Much finer in texture and just as easily sliced, or more so, as this can be done in a slicing machine.

The cover is readily removed by cutting the seam and then stripping off the sack as the roll is consumed. This prevents it becoming dry and is a sanitary feature that appeals to the consumer, as it keeps the product clean while displayed on the counter and untouched by hand while slicing, a vast improvement as compared with handling the greasy, unprotected boneless boiled ham.

MEAT LOAF and LUNCH ROLL were originated by us, now imitated by others, but none equal to Burk's, which are prepared from only the choicest materials.

**LOUIS BURK**  
Girard Avenue and Third Street  
PHILADELPHIA



## What Advertising Has Done for Certain Brands of Groceries in One City

How the Well-known Brands Stand in a Representative Market. Correspondent Says They Stand in the Order of the Advertising They Have Done to Consumers. A Most Interesting List.

Special Correspondence of "Grocery World and General Merchant."

Minneapolis, Minn.,

May 28, 1913.

I am sending you herewith a report of an investigation made in Minneapolis, a representative Western city, as to the comparative sales of the different brands of grocery specialties. The report shows an interesting comparison as to how the different leading brands run. The population of Minneapolis is 301,408, and there are 873 retail and 11 wholesale grocers. As to the standard of groceries carried, Minneapolis may be said to rank a little higher than a great many cities, because the people are largely well-to-do, and there is less poverty than many other cities present.

The report covers all of the leading classes of food products and in detail is as follows:—

### Flour.

All of the large stores have private brands, which in many cases are their largest sellers, owing to extra advertising and attention given these lines.

In addition to these, all of the Northwestern flours are carried by at least 60 per cent. of the grocers, the remainder concentrating and specializing on one or two of the advertised lines.

Averaging the city, Gold Medal leads the advertised flours, being the best seller in about 40 per cent. of the stores.

Pillsbury's Best leads in about 20 per cent. of the stores; Occident in about 20 per cent., and Ceresota in about 10 per cent. Napoleon flour is a leader in 10 per cent. and New Century in 4 per cent.

### Breakfast Foods.

There are 11 good sellers in the breakfast food field, running in order of demand as follows:—

Quaker Oats, Kellogg's Corn Flakes, Cream of Wheat, Shredded Wheat, Puffed Wheat, Puffed Rice, Malted Wheat, Grape Nuts, Washington Corn Flakes, Post Tavern Special, E C Corn Flakes and Ralston Wheat Food.

### Biscuit Products.

The National Biscuit Co. have almost perfect distribution on their products, probably 95 per cent. of the stores carrying them. In at

least three-quarters of the stores in the city they are far ahead of anything else in the same line.

The Loose-Wiles products, while not having universal distribution, have succeeded in getting a showing of their products into a large number of the important stores of the city, and in quite a number of these stores the line is becoming a big seller.

### Canned Fruits and Vegetables.

As in most cities, this field is cut up by private brands—not only of the manufacturer and jobber, but also of the large retail grocers.

The large Chicago jobbers—Sprague, Warner & Co., Reid-Murdock & Co., Franklin-McVeagh & Co., and Steele-Wedeles & Co., all have distribution on their private brands.

Hunt's fruits have some call in the better stores, but so far are not very well known locally.

### Baking Powders.

The big sellers in Minneapolis are Royal and Rumford. Rumford leads in about 75 per cent. of the stores; with Dr. Price's the leader in about 15 per cent. Royal is second everywhere, its higher price giving the cheaper powders the advantage. Some of the large stores sell large quantities of their own private label powders. Calumet and K C are but little in evidence. Jobbers tell us this is a two baking powder market—Rumford and Royal.

### Soaps.

Probably the best seller in laundry soaps is Rose Queen, a local product.

Galvanic soap is strong in the down town stores, and fair in the outlying districts.

Diamond C is a good seller in about 40 per cent. of the stores; a poor seller in about 20 per cent., and not sold in the remainder.

Fels Naptha distribution is fairly good and the demand continuous after it is once introduced; it is gradually increasing.

American Family Soap formerly sold more extensively than now, having dropped from twelfth to fifteenth place in the down town stores.

Lenox is a big seller in about 40 per cent. of the stores.

P. & G. is not strong yet, having but recently been introduced, but its use is increasing.

Wool soap occupies about seventh place in the laundry soaps.

Crystal White has about 60 per cent. distribution and is the fourth seller in the large stores.

Santa Claus has about 40 per cent. distribution; is the fifth seller in the large stores.

Sunny Monday has about a 70 per cent. distribution in the city and is eighth in the down town stores.

Of the toilet and bath soaps, Palmolive is the leader, and Ivory soap is second. Fairy has a good sale, but not in the same class with the two leaders.

### Washing Compounds.

The leaders in this field are all well advertised lines—Sapolio, Old Dutch Cleanser, Gold Dust and Bon Ami.

Sapolio is a good seller everywhere.

Old Dutch Cleanser has a very strong demand, but in some stores it is said the 5-cent packages are affecting it a little.

Gold Dust has always been a strong seller in Minneapolis and continues unabated.

Bon Ami is sold in about 80 per cent. of the stores; its use is increasing.

Pearline has fallen off in demand from its former large sale, and is now only a fair seller.

Other preparations that have a good distribution and a reasonably good sale are Nine O'clock Washing Powder, Fairbank's Scouring Soap, Light House Cleanser, Perfect Washing Powder and Soapade. Of these latter ones, Lighthouse seems to be making the most progress.

### Soups.

There are really only two canned soups sold to any great extent. Campbell's is almost alone in its field—the Condensed Soup. Van Camp's is selling a little—but very little.

In the prepared soups, Franco-American has the only call.

### Baked Beans.

Van Camp's beans lead in about 50 per cent. of the stores; they are second in about 20 per cent. and third in about 20 per cent.

Heinz leads in about 25 per cent. of the stores; Snider's in about 15 per cent. The leadership in 10 per cent. of the stores is divided among private label business.

### Gelatine.

Knox is first in the gelatine business everywhere; Cox is second, and Plymouth Rock is third.

Of the flavored products, Dr. Price's is in the lead; Jell-O second; Jellycon third; Tryphosa fourth and Burnham's fifth.

### Coffee.

The best seller in unrestricted lines is Barrington Hall. It is sold throughout the city and in a large number of stores is the leader. Of course, most of the stores have private label coffees that are pushed, because they cannot be re-ordered elsewhere.

White House is a good seller about 20 per cent. of the small stores—not much demand in the large stores.

Chase & Sanborn's Seal is so in about 30 per cent. of the store.

Four-fifths of the coffee sold in Minneapolis is of a private label of an unadvertised brand.

### Cocoa.

Baker's cocoa is the leader in the field; Runkel's is second; Lowney third; Vanhouten's fourth; Stollwerck's fifth; Phillip's sixth; Wilbur seventh.

### Catsup.

Snider's and Heinz are the only ones having anything like general distribution in Minneapolis. Snider's is the leader and Heinz second. Blue Label is third in most of the stores that cater to the better class of trade.

### Starch.

Kingsford's is the leader; Argon is second and Duryea's is third. Continental is a good seller and little of Electric Lustre is sold.

### Teas.

Averaging the city, Lipton's is first, Tetley's is second, Salad third, and Ridgeway's fourth.

### Canned Meats.

Swift's Premium hams and bacon, Armour's Veribest and Armour's Star hams and bacon are all sold almost everywhere and in good demand.

Underwood deviled ham is a good seller in about 60 per cent. of the stores.

Libby-McNeil products also have a good demand.

McMillan, of St. Paul, enjoys a fair trade in this city—about 20 per cent. distribution.

### Extracts.

Burnett's is far ahead of any other trade-marked line in demand in this city. Price's is a fair seller.

In the fancy pickle line, Heinz is really the only one called for.

McClaren's Imperial and Blue Label are the two principal cheeses that are sold.

In the peanut butter line, McClaren leads and Beechnut is second.

In the prepared dressings, Yacht Club is first and Durkee is second.

The reader of the above will be impressed, no doubt, with the fact that the advertised brands stand first, and in fact almost monopolize the business. Every one of the brands named above has been advertised largely here for years, some of course more largely than others, but all of them to a considerable extent.

The National Biscuit Co. have been one of the largest advertisers in the country for ten years, and as a result have a universal distribution and big demand.



The only baking powders selling in any large quantity are the advertised ones.

The breakfast foods line up in out the order of their advertising expenditure.

The soaps that are being used have all been made well known by newspaper and magazine advertising.

The leading washing powders—apolio, Gold Dust and Old Dutch cleanser—are the best advertised in the country.

Campbell leads in the soup business because he has been the greatest advertiser.

Van Camp has extensively advertised his beans, and they are in demand; his soups have not been advertised and there is not much demand for them.

Knox gelatine, Snider's catsup, Wm. L. Gifford's cornstarch, Lipton's tea, Burnett's extracts, Heinz pickles, McClaren's cheese, Lee & Merrin's sauce and Yacht Club dressing—all have been well advertised for years, and all lead in their respective lines.

Other specialties that have been made well known in this city through advertising and are selling well are: Log Cabin syrup, Dromedary dates, Crystal Domino sugar, O-Mule Team Borax, Steero Boudon Cubes, Crisco and Instant Postum.

J. T. E.

#### Australian Meat Coming Here.

One hundred and ninety-two thousand pounds of veal, beef and mutton arrived at San Francisco, Cal., a week ago on the steamer Sonoma from Australia. This is the third shipment of meat received in California from the Antipodes. The meat is consigned direct to retailers. George F. Richards, who represents the Australian shippers, was a passenger on the Sonoma. He comes to investigate the facilities for storing frozen meats on this coast, and also will go to Chicago. In speaking of the shipment of meats to this country from Australia, Mr. Richards said: "We are prepared to ship all kinds of meat from Australia to the United States, and an unlimited amount of butter, just as soon as we find it can be cared for. We can place Australian meat and butter on this market, at present transportation rates, so that it will sell at a good profit, at a considerably lower figure than the prevailing rates."

# FIVE FAMOUS SOAPS

## MADE IN PENNSYLVANIA SINCE 1877



**You can sell these soaps to customers who are not buying their soap from you now**

Lots of your customers "want premiums" and will buy inferior mail order soaps to get them. Result—you lose their *soap* trade. Stop this leak of profits by selling them **YOUNG'S SOAPS.**

We give high-grade gifts in exchange for our wrappers, your customers get big moneysworth of soaps that would sell on quality alone, *the sales pass through your hands and pay you good profits.* Young's Soaps have been famous for over 35 years. Wherever introduced they keep on selling. There's a Young Soap for every purpose, and it's a good soap. Start your customers buying Young's Soaps, because it will mean greater satisfaction to them as well as additional profits to you.

## CHAS. W. YOUNG & CO.

Makers of Soaps of Merit

ESTABLISHED 1877

PHILADELPHIA



### WHAT TO TELL CUSTOMERS

"You will find **YOUNG'S SOAPS, POWDER AND CLEANSER** all satisfactory. They are fine quality and big moneysworth. All the wrappers are redeemable, and by confining your purchases to this celebrated line you soon get enough wrappers to secure a handsome gift."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



# WITH THE EDITOR

The retail druggists of the country seem to have entered upon a strenuous campaign to grab

## The Ungracious Campaign of the Retail Druggists.

things. Readers hereof are familiar with their effort to pass a law in Pennsylvania confining to themselves the sale of patent medicines, drugs and extracts, including those simple articles for everyday household use which grocers and general storekeepers, for the public convenience, have carried for twenty years. This effort has probably already been defeated by the united attack of the wholesale and retail grocers of the State. It is also being made in other States and is evidently part of a systematic national campaign.

The current number of a leading medical journal now contains a sharp criticism of the organized retail druggists for endeavoring to have Congress pass a law compelling doctors to keep a complete record of all the ready compounded remedies which modern doctors have come to dispense, in order to save their patients expense, instead of writing prescriptions for everything to be filled by a druggist at a profit of 700 per cent. The bill would also compel a doctor dispensing his own medicines to pay an internal revenue license as a dealer. Of course the object is clear—to stop doctors from giving out their own medicine, and to subject the sick, already burdened by doctors' bills and other inevitable expenses of all illnesses, to assume the additional burden of having prescriptions compounded. It is a selfish grab just like the bill to prevent anybody but themselves from selling simple drugs and household medicines.

The druggist who joins in movements like this stands in a particularly ungracious and greedy position. As previously charged, he has himself grabbed everything he could from other lines of merchandising. He has stolen candy from the confectioner, magazines from the bookman, tobacco from the tobacconist, stationery from the stationer, camera materials from the photographer, and many addi-

tional things from merchants in other classes. The modern druggist sells far more outside lines than he sells of drugs and medicines, and before he can decently call upon the law to get back from other merchants what he thinks they have taken from him, he must give back his own filchings.

Reference was made in a previous issue to the plan of the Philadelphia Rapid Transit Co. to arrange for its employees to buy their supplies co-operatively, at a special discount, from two local stores. At a meeting of the United Business Men's Association, held during the week, the transit plan was opposed, and a committee was appointed to see the transit com-

## The Wrong Argument.

pany and voice the objections of the organization. According to the newspapers, the association's only objection was that it would "force the small retailer out of business."

This is the most foolish and the most dangerous objection possible to make against co-operative buying. It is more a confession than it is an attack—a confession that the small retailer is being kept in business by artificial protection, and that the minute the artificial protection is withdrawn, he will drop out.

Most of the houses in Japan are made of thin wood and paper, and even the smallest fire sweeps them away like so much tinder. Several years ago a movement was launched to build the houses more substantially so that the enormous fire loss would be reduced. Stren-

uous objection at once came from the great guild of carpenters, of whatever they call it in Japan, on the ground that if the destruction of houses by fire was reduced, less rebuilding would be necessary, and the carpenters would suffer! It is not surprising, in Japan, perhaps, that this argument was seriously considered and that it prevailed. There has been no change in the character of Japanese houses to this day.

The United Business Men's Association is making the same argument in slightly different form. Unless we are ready to admit that the regular retailer is a hothouse growth, with no legitimate place in trade, that he can live only when protected from competition; and that society owes him the duty of this protection, the argument of the United Business Men's Association is the last one which ought to be used.

Unfortunately for the Kellogg Toasted Corn Flakes Co., and particularly so for the retail grocery trade, the United States Supreme

Court, in the Sanatogen decision reported elsewhere, has decided adversely a part of the Kellogg case before it was tried. The Sanatogen case was a much stronger case for limited prices than the Kellogg case, and if the court decided adversely in that case it would surely do so in the Kellogg case.

Sanatogen is a patent nerve food, and its manufacturers fixed a retail price upon it of \$1 a bottle. They considered that they had the legal right to do this, and to hold retailers to it, even though they bought from jobbers, under the decisions of other courts which said that the owner of a patented article could fix and control its price until it reached the consumer, no matter how many hands it went through. Therefore every package of Sanatogen bore a notice to the retailer that it must be sold at \$1, and that any cutting below \$1 would be considered an infringement of patent right and punished accordingly.

Most retailers sold at \$1 and were

## One of the "Grocery World and General Merchant's" Subscribers

### THE NEW RIVER COMPANY

OPERATING  
WHITE OAK COAL COMPANY

NEW RIVER FUEL COMPANY  
STUART COLLIERY COMPANY  
PRICE HILL FUEL COMPANY  
MOSSY COAL & LAMP COMPANY  
HARVEY COAL & COKE COMPANY  
BECKLEY COAL & COKE COMPANY  
GREAT KANAWHA COLLIERY COMPANY  
WHITE OAK FUEL COMPANY  
CRANDERY FUEL COMPANY  
DILLON COAL & LAMP COMPANY  
COLLINS COLLIERY COMPANY  
MACDONALD COLLIERY COMPANY  
MARBOTT COAL & COKE COMPANY  
DUNN LOOP COAL & COKE COMPANY

MACDONALD, W. VA.

May 12th  
1915

The Grocery World General Merchant,  
Philadelphia, Pa.

Gentlemen:

I am in charge of fifteen stores here and am desirous of buying sugar in car lots and feel that you can help us in this matter.

We will probably use from one to two cars a month and would be pleased to have you put us in touch with the parties that handle this product.

Kindly address your reply to me personally.

Very truly yours,

*Samuel Mcadden*  
Manager of Stores.

HM-CF



ad of the chance, but a cut rate  
uggist offered it for less, and the  
anufacturer's prosecution of him  
ally reached the Supreme Court.  
ne latter's decision is that a manu-  
cturer, whether his product is  
tentented or not, cannot dictate to a  
tailer what the retail price shall  
, always provided he has sold the  
oduct outright.

The reason the Sanatogen case  
stronger for limited prices than  
e Kellogg case is that in the San-  
ogen case the Sanatogen itself  
as patented, while in the Kellogg  
se only the carton was. Fur-  
er, nobody had questioned the  
lidity of the Sanatogen patent,  
hile the Government has already  
tacked the Kellogg patent, on the  
ound that it never had any right  
be issued.

The Kellogg Company has al-  
ays sold its products outright to  
bbers, who have sold them out-  
ght to retailers. This being so,  
ere is no question that the Sana-  
ngen decision will make it impossi-  
e for the Kellogg Company to  
k the retail price, either through  
tent right or anything else.  
ere is only one way now in which  
manufacturer can control the re-

tail price at which his product shall  
be sold, and that is by selling it  
neither to jobber nor retailer, but  
by appointing both agents to dis-  
tribute for him. Naturally if he  
does that, he neither parts with the  
title nor the right of control which  
travels with the title. The agency  
appointment must be bona fide,

however, as many such appoint-  
ments, used merely as subterfuges  
to control prices, have been de-  
stroyed by court decisions. A bona  
fide agency appointment is apt to  
be an exceedingly complicated and  
expensive thing, and few if any  
manufacturers are likely to go into  
it.



We would be pleased to have for publication in this column the ideas of our readers upon trade topics  
it being understood that we do not hold ourselves responsible for any views expressed therein. All com-  
munications must be accompanied by the writer's name and address as an evidence of good faith, but not  
necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

#### As to Macaroni Machinery.

Manacas, Cuba, May 19, 1913.  
To the Editor.

Dear Sir:—The "Manufacturers'  
Record," of Baltimore, Md., re-  
fers me to you for information  
covering machinery for the manu-  
facture and sale of macaroni,  
noodles, etc.

I shall be glad to hear from you.  
D. W. HALSTEAD.

Werner & Pfeleiderer, Saginaw,  
Mich.

\*\*\*

#### Canned Pineapple Importers.

Atlanta, Ga., May 20, 1913.  
To the Editor.

Dear Sir:—Please advise us the  
names of importers of canned pine-  
apple from the Bahama and Ha-  
waiian Islands as well as the  
Straits Settlements.

Thanking you for extending us  
this courtesy, we remain,

Yours very truly,  
NORRIS, INC.

The Hawaiian Pineapple Pack-  
ers' Association, Tribune Building,  
New York, for Hawaiian pine-  
apple.

Paul Taylor Brown & Co., of  
New York; C. C. Howe & Co.,  
Schepp Building, New York City;  
U. H. Dudley & Co., Schepp Build-  
ing, New York City, and Jaburg  
Brothers, New York City, for  
Porto Rico pineapple.

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#### Waste Paper Balers.

New Britain, Conn.,  
May 23, 1913.

To the Editor.

Dear Sir:—Please send us names  
and addresses of paper baling press  
manufacturers.

Yours very truly,  
MILLER & OLSON.

The Buckeye Baler Co., Findlay,  
Ohio, and the Davenport Manufac-  
turing Co., Davenport Iowa.

\*\*\*

#### A New Pure Food Idea.

Hagerstown, Md., May 27, 1913.  
To the Editor.

Dear Sir:—For the last ten  
years we have heard so much about  
pure food laws, labels, short

## Are you "on board"?

The "good ship" DANDELION is selling away ahead of all previous sales records.

If you are not getting your share of this boom in DANDELION sales—

## Stock up and "get on board"!

# Dandelion Brand

THE BRAND WITH



# Butter Color

THE GOLDEN SHADE

We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIRE-  
MENTS OF ALL FOOD LAWS,--STATE AND NATIONAL.

**WELLS & RICHARDSON CO., - BURLINGTON, VERMONT**  
Manufacturers of Dandelion Brand Butter Color



weights, adulterations, etc. Now is it not about time that some attention be given to the package or container in which food articles are packed and transported? For example is it safe and sanitary to ship sugar and coffee or any food article in a burlap sack, no matter if it is paper lined? Are the pure food and anti-germ faddists aware that all local shipments are made up of assorted merchandise such as oil, hides, drugs, spraying materials, fish, etc., all shipped in one car and all subject to contamination? If not give it a thought and get after the backers of pure food laws and see that the proper packages or containers are specified and provided.

Very truly yours,  
ERNEST W. MILLER.

So far as the writer knows, no food law or food department has ever gone into the question of the contamination of one food product by another. Of course the law takes notice of physical contamination, such as where dirt appears in dried fruit, but the mere contamination of flavor is ignored by everybody. It is an interesting point, but the trade have reason to hope that nobody may ever take it up, for we have enough finely spun chemical theories now.

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#### Is There a Demonstrating Bureau?

Hagerstown, Md., May 26, 1913.  
To the Editor.

Dear Sir:—Inclosed find stamped envelope for the name of some bureau or company that makes a business of sending out lady demonstrators. I have a lady here that has had experience in this line under a chief introducing the Davis baking powder and now desires a position where she can introduce a line of goods in a new or old territory working direct for the company.

Thanking you in advance, I am,  
Very truly yours,  
ERNEST W. MILLER.

This journal has not been able to mail the stamped envelope, for it knows of no demonstrating bureau, and does not believe that any exists.



#### A POSSIBLE CUSTOMER

is often made by having just the particular thing he or she wants.

**MAPLEINE**

is a popular flavoring. Be sure and have it in stock.

Order from your jobber or  
Frank A. Smith & Co.  
105 S. Front St.,  
Philadelphia, Pa.

Crescent Mfg. Co.  
Seattle, Wash.

## Goods That Are Being Advertised to Your Customers

**"Grocery World and General Merchant" Makes Compilation of Products for Which Demand Is Being Created Through Leading Periodicals. Papers and Magazines Used as Basis Cover Entire Country.**

[The compilation which appears below is the result of more thinking along a line which was given some discussion several months ago, viz., the advantage to the retailer of keeping posted as to what products are being advertised to his customers, so that he may get the benefit of such advertising, if the product is for other reasons a desirable one to sell. The list here presented includes practically every leading magazine and periodical, and products that are not advertised in at least some of them are hardly advertised in this way at all, although they may be in newspapers or in direct ways, such as sampling, demonstrating, etc.]

### June.

#### Good Housekeeping.

Sapolio, one page.  
Old Dutch Cleanser, one page.  
Nesnah Desserts, one page.  
Armour's Simon Pure Lard, one page.  
Wesson Salad Oil, one page.  
Crisco, one page.  
Campbell's Soups, one page.  
Nabisco, one page.  
Kitchen Bouquet, one page.  
Eagle Brand Condensed Milk, one page.  
Heinz Peanut Butter, one page.  
Armour's Grape Juice, one page.  
Cox's Gelatine, one page.  
Crystal Domino Sugar, one page.  
Hotel Astor Coffee and Tea, one page.  
Minute Gelatine.  
McMonagle & Rogers' Real Vanilla, one page.  
"I-Got-Him," Fly Catchers, one page.  
Beech-Nut Peanut Butter, one page.  
White House Coffee, half page.  
Egyptian Deodorizer and Aero-fume, quarter page.  
Wright's Silver Cream, quarter page.  
Burnett's Vanilla, half page.  
Tanglefoot Fly Catcher, one page.  
Three-in-One Oil, one page.  
Vitalite White Enamel, one page.  
Jap-a-Lac, one page.  
Sherwin-Williams Paints and Varnishes, one page.  
Valspar Varnish, one page.  
Hawaiian Canned Pineapples, one page.  
Knox Gelatine, one page.  
Welch's Grape Juice, one page.  
Peter's Chocolate, one page.  
Underwood Deviled Ham, one page.  
Van Camp's Pork and Beans, one page.  
Ivory Soap, one page.  
Libby's Food Products, one page.  
Kellogg's Toasted Corn Flakes, one page.

#### Harper's Magazine.

Shredded Wheat Biscuit, one page.  
Postum, one page.  
Ivory Soap, one page.  
Swift's Premium Hams and Bacon, one page.  
Royal Baking Powder, quarter page.  
Baker's Cocoa, quarter page.  
Grape Nuts, quarter page.

#### Delineator.

Old Dutch Cleanser, one page.  
Crisco, one page.  
Ivory Soap, one page.  
Procter & Gamble's White Naphtha Soap, quarter page.  
Postum, quarter page.  
Bon Ami, quarter page.

Mapleine, four inches.  
Eagle Brand Condensed Milk, eighth page.  
Postum, half page.  
Red Wing Grape Juice, quarter page.  
Jap-a-Lac, four inches.  
Yacht Club Salad Dressing, eighth page.  
Van Camp's Pork and Beans, half page.  
Puffed Wheat and Rice, one page.  
Sherwin-Williams Paints and Varnishes, quarter page.  
Post Toasties, one page.  
National Biscuit Co.'s Products, half page.  
Heinz Peanut Butter, half page.  
Armour's Products, half page.  
Three-in-One Oil, two inches.  
Coca Cola, half page.  
Knox Gelatine, quarter page.  
Tanglefoot Fly Paper, quarter page.  
Fairy Soap, quarter page.  
Kellogg's Toasted Corn Flakes, eighth page.  
Snider's Tomato Catsup, one page.

#### St. Nicholas.

Swift's Premium Hams and Bacon, one page.  
Baker's Cocoa, one page.  
Campbell's Soups, one page.  
Heinz Peanut Butter and Spaghetti, one page.  
Crystal Domino Sugar, one page.  
Nabisco, one page.  
Maillard's Ground Chocolate, quarter page.  
Fairy Soap, one page.  
Three-in-One Oil, two inches.  
Peter's Milk Chocolate, one page.  
Ivory Soap, one page.  
Libbey's Products, one page.

#### Smart Set

Maillard's Ground Chocolate, quarter page.  
Postum, one page.  
Nabisco Wafers, one page.  
Grape Nuts, one page.

#### Designer.

Old Dutch Cleanser, one page.  
Crisco, one page.  
Ivory Soap, one page.  
Procter & Gamble's White Naphtha Soap, quarter page.  
Sherwin-Williams Paints and Varnishes, quarter page.  
Red Wing Grape Juice, quarter page.  
Postum, quarter page.  
Welch's Grape Juice, quarter page.  
Bon Ami, quarter page.  
National Biscuit Co.'s Products, half page.  
Van Camp's Pork and Beans, half page.  
Armour's Products, half page.  
Coca Cola, half page.  
Puffed Wheat and Rice, one page.

Heinz Peanut Butter and Spaghetti, half page.  
Post Toasties, one page.  
Knox Gelatine, quarter page.  
Tanglefoot Fly Paper, quarter page.  
Fairy Soap, quarter page.  
Eagle Brand Condensed Milk, eighth page.  
Kellogg Toasted Corn Flakes, eighth page.  
Jap-a-Lac, four inches.  
Mapleine, four inches.  
Three-in-One Oil, two inches.  
Snider's Catsup, one page.

#### Ladies' Home Journal.

Knox Gelatine, quarter page.  
Snider's Pork and Beans, four inches.  
Hawaiian Pineapple, quarter page.  
Yacht Club Salad Dressing, eighth page.  
Atlas E-Z Seal Jars, quarter page.  
Hormel's Dairy Hams and Bacon, three inches.  
Gold Dust, eighth page.  
Lea & Perrin's Sauce, four inches.  
Crisco, quarter page.  
Crystal Domino Sugar, quarter page.  
Meadow Gold Butter, quarter page.  
National Biscuit Co.'s Products, half page.  
Kellogg Toasted Corn Flakes, one page.  
Cream of Wheat, one page.  
Ivory Soap, one page.  
Procter & Gamble's White Naphtha Soap, quarter page.  
Postum, quarter page.  
Campbell's Soups, quarter page.  
Old Dutch Cleanser, quarter page.  
Bon Ami, quarter page.  
Sherwin-Williams Paints and Varnishes, quarter page.  
Burnett's Vanilla, eighth page.  
Beech-Nut Peanut Butter, half page.  
Puffed Wheat and Rice, half page.  
Kingsford's Cornstarch and Karo Syrup, half page.  
Jap-a-Lac, eighth page.  
Van Camp's Pork and Beans, half page.  
Nesnah Desserts, eighth page.  
Valentine's Valspar Varnish, quarter page.  
Eagle Brand Condensed Milk, eighth page.  
Swansdown Prepared Cake Flour, two inches.  
Underwood Deviled Ham, quarter page.  
Three-in-One Oil, four inches.  
Whittemore's Shoe Polishes, four inches.  
Fairy Soap, quarter page.

#### McClure's.

Swift's Premium Hams and Bacon, one page.  
Baker's Cocoa, one page.  
Ivory Soap.  
Campbell's Soups, one page.  
Postum, one page.  
Berry Bros. Varnishes, half page.  
Nabisco, one page.  
Fairy Soap, one page.  
Jap-a-Lac, quarter page.  
Blooker's Cocoa, two inches.  
Snider's Pork and Beans, quarter page.  
Cream of Wheat, one page.  
Kellogg's Toasted Corn Flakes, one page.

#### Pictorial Review.

Cream of Wheat, one page.  
Crisco, one page.  
Campbell's Soups, half page.  
Postum, quarter page.  
National Biscuit Co.'s Products, half page.  
Eagle Brand Condensed Milk, eighth page.  
Sapolio, quarter page.  
Atlas E-Z Seal Jars, quarter page.  
Whittemore's Shoe Polishes, four inches.  
Coca Cola, half page.



Van Camp's Pork and Beans, quarter page.  
 Nesnah Desserts, eighth page.  
 Yacht Club Salad Dressing, eighth page.  
 Puffed Wheat and Rice, half page.  
 Heinz Peanut Butter and Spaghetti, half page.  
 Jap-a-Lac, four inches.  
 G. Washington's Instant Coffee, quarter page.  
 Three-in-One Oil, two inches.  
 Wrigley's Spearmint Gum, quarter page.  
 Kellogg's Toasted Corn Flakes, one page.  
 Post Toasties, one page.

#### Ladies' World.

Quaker Oats, one page.  
 Baker's Breakfast Cocoa, quarter page.  
 Ivory Soap, one page.  
 Karo Syrup and Kingsford's Cornstarch, half page.  
 Burnett's Vanilla, eighth page.  
 Cresco Grits and Barley Crystals, one inch.  
 National Biscuit Co.'s Products, half page.  
 Van Camp's Pork and Beans, half page.  
 Nesnah Desserts, eighth page.  
 Wrigley's Spearmint, eighth page.  
 Snider's Catsup, four inches.  
 Mapleine, four inches.  
 Coca Cola, half page.  
 Fairy Soap, quarter page.  
 Atlas E-Z Seal Jars, eighth page.  
 Acme Quality Paints, Varnishes, etc., quarter page.  
 Eagle Brand Condensed Milk, eighth page.  
 Gold Dust, eighth page.  
 Heinz 57 Varieties, half page.  
 Snider's Pork and Beans, four inches.  
 Jap-a-Lac, four inches.  
 Sapolio, eighth page.  
 Kellogg Toasted Corn Flakes, one page.  
 Welch Grape Juice, one page.

#### McCall's Magazine.

Puffed Wheat and Rice, two-thirds page.  
 Coca Cola, one page.  
 Campbell's Soups, third page.  
 Postum Cereal, third page.  
 Bon Ami, third page.  
 Acme Quality Paints and Varnishes, third page.  
 Old Dutch Cleanser, third page.  
 Shredded Wheat Biscuit, third page.  
 Van Camp's Pork and Beans, two-thirds page.  
 Knox Gelatine, half page.  
 Nabisco, half page.  
 Kingsford's Cornstarch and Karo, two-thirds page.  
 Crisco, half page.  
 Eagle Brand Condensed Milk Co.  
 Lea & Perrin's Sauce, four inches.  
 Mapleine, three inches.  
 Junket Dessert, half inch.  
 Yacht Club Salad Dressing, quarter page.  
 Three-in-One Oil, four inches.  
 Sapolio, quarter page.  
 Jap-a-Lac, three inches.  
 Heinz 57 Varieties, two-thirds page.  
 Kellogg's Toasted Corn Flakes, one page.  
 Ivory Soap, one page.

#### The Woman's Magazine.

Old Dutch Cleanser.  
 Crisco, one page.  
 Ivory Soap, one page.  
 Welch's Grape Juice, quarter page.  
 Procter & Gamble's White Naphtha Soap, quarter page.  
 Sherwin-Williams Paints and Varnishes, quarter page.  
 Kellogg's Toasted Corn Flakes, eighth page.  
 Mapleine, four inches.  
 Red Wing Grape Juice, quarter page.



It will pay you to push the sale of PRIZE BUTTER because you can depend on it to please your customers and bring them back; the trade you win on PRIZE BUTTER will be STEADY trade, because SATISFIED.

PRIZE BUTTER is just as pure as it can be made. We know how to make butter that will SELL and we're going to make PRIZE BUTTER the biggest selling butter in the State of Pennsylvania. Do all you can to secure the trade on PRIZE BUTTER from the start, because it's going to be *big trade*. We pack PRIZE BUTTER in carton, tub or print, and salt it or color it to suit your trade. Tell your clerks about PRIZE BUTTER and get them all interested in helping you to get the big butter business of your town.

## P. F. BROWN & CO.

39, 41 and 43 South Front Street

PHILADELPHIA



#### WHAT TO TELL CUSTOMERS

"Madame, I want you to try PRIZE BUTTER, a pure, rich, wholesome butter made under ideal conditions from the finest milk in Pennsylvania. All who've tried it are well pleased and I know you'll be."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants





## ICED WILBUR'S COCOA IS THE MOST DELICIOUS SUMMER DRINK

Your customers will welcome ICED WILBUR'S COCOA as a delicious addition to their list of hot weather beverages. It is not only smooth and creamy, and full of flavor, but it is more refreshing than other iced drinks. Our recipe book, "COOK'S TOURS THROUGH WILBUR-LAND" shows how to make it. Advise your customers to write to us for the booklet and try ICED WILBUR COCOA, not only because that recipe will please them, but also because the booklet contains 58 other recipes for WILBUR'S COCOA. "COOK'S TOURS THROUGH WILBUR-LAND" tells how to make delicious cakes, candies and desserts with WILBUR'S COCOA, thus increasing its use and sending additional sales and profits to you.

**H. O. WILBUR & SONS, Inc.**  
PHILADELPHIA



### WHAT TO TELL CUSTOMERS

"If you'll try ICED WILBUR'S COCOA according to directions in Wilbur's Recipe Booklet, you'll find it the most delicious summer drink you ever tasted."

**This is one of the firms the sale of whose products  
helps organize the Pennsylvania Retail Merchants**

Bon Ami, quarter page.  
Three-in-One Oil, two inches.  
Postum, quarter page.  
Heinz Peanut Butter and Spaghetti, half page.  
Puffed Wheat and Rice, one page.  
Van Camp's Pork and Beans, half page.  
Post Toasties, one page.  
National Biscuit Co.'s Products, half page.  
Armour's Products, half page.  
Coca Cola, half page.  
Eagle Brand Condensed Milk, eighth page.  
Fairy Soap, quarter page.  
Knox Gelatine, quarter page.  
Tanglefoot Fly Paper, quarter page.  
Snider's Catsup, one page.

#### The American Magazine.

Baker's Cocoa, one page.  
Fairy Soap, one page.  
Wrigley's Spearmint Gum, half page.  
Nabisco, half page.  
Welch's Grape Juice, third page.  
Blooker's Cocoa, two inches.  
Bon Ami, third page.  
Jap-a-Lac, third page.  
Sherwin-Williams Paints and Varnishes, third page.  
Heinz Peanut Butter and Spaghetti, third page.  
Ivory Soap, one page.

#### The Outlook.

Grape Nuts, one page.  
Coca Cola, one page.  
Valspar Varnish, one page.  
Bon Ami, one page.  
Wheatena, one page.  
Swift's Premium Hams and Bacon, one page.  
Maillard's Chocolate, half page.  
Ivory Soap, one page.  
Puffed Wheat and Puffed Rice, one page.  
Heinz Peanut Butter, one page.  
Three-in-One Oil, half page.  
Shredded Wheat, one page.  
Post Toasties, one page.

#### Everybody's Magazine.

Bon Ami, one page.  
Shredded Wheat, one page.  
Postum, one page.  
Campbell's Soups, one page.  
Crystal Domino Sugar, one page.  
Coca Cola, one page.  
Vitalite, one page.  
Berry Bros. Varnishes, half page.  
Velvet Tobacco, one page.  
Three-in-One Oil, quarter page.  
Fairy Soap, one page.  
Jap-a-Lac, quarter page.  
Ivory Soap, one page.

#### The Century Magazine.

Baker's Cocoa, one page.  
Peter's Milk Chocolate, one page.  
Murphy Varnishes, one page.  
Ivory Soap, one page.  
Post Toasties, one page.

#### Scribner's Magazine.

Sapolio, one page.  
Shredded Wheat, one page.  
Crystal Domino, one page.  
Knorr's Consommé Cubes, quarter page.  
White House Coffee, half page.  
Ivory Soap, one page.  
Libby's Food Products, one page.  
Royal Baking Powder, quarter page.  
Grape Nuts, quarter page.  
Baker's Cocoa, quarter page.

#### Collier's.

Campbell's Soups, half page.  
Stag Tobacco, half page.  
Crisco, quarter page.  
Welch's Grape Juice, quarter page.  
Farwell & Rhine's Cresco Flour, one inch.  
Sauer's Flavoring Extracts, two inches.  
Wrigley's Spearmint, one page.  
Puffed Wheat and Rice, half page.  
Red Wing Grape Juice, quarter page.  
Mapleine, four inches.



Van Camp's Pork and Beans, half page.  
Berry Bros. Varnishes, quarter page.  
Nabisco, quarter page.  
Hawaiian Pineapple, half page.  
Liquid Veneer, half page.  
Tuxedo Tobacco, one page.

**Leslie's Weekly.**

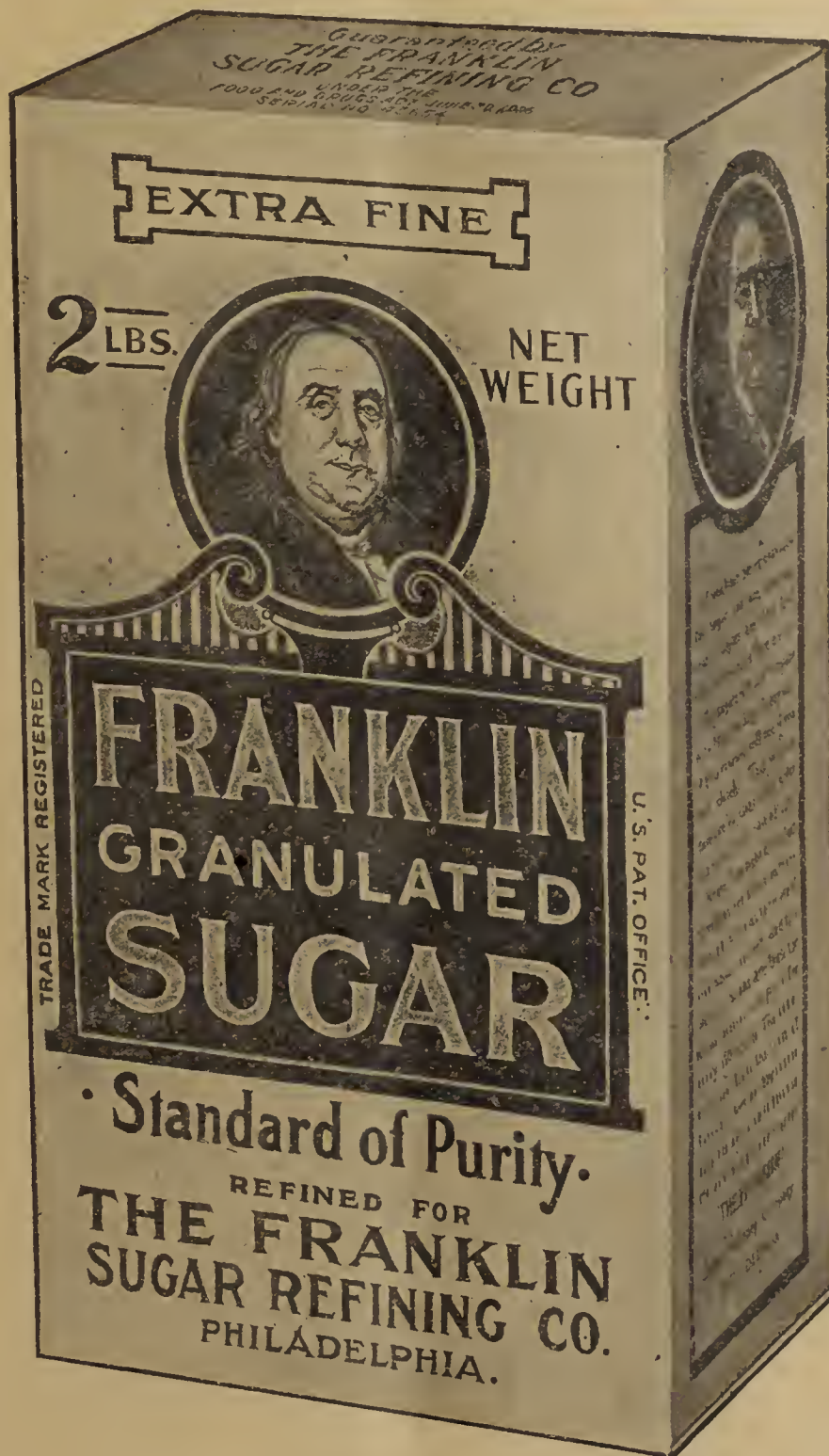
Postum, quarter page.  
Post Toasties, one page.

**Saturday Evening Post.**

Welch's Grape Juice, quarter page.  
Beech-Nut Peanut Butter, half page.  
Hawaiian Pineapple, half page.  
Texas Bermuda Onions, half page.  
Armour's Grape Juice, one page.  
Van Camp's Pork and Beans, quarter page.  
Campbell's Soups, half page.  
Sherwin-Williams Paints and Varnishes, quarter page.  
Two-in-One Shoe Polishes, quarter page.  
Puffed Wheat and Rice, one page.  
Elastica Floor Finish, quarter page.  
Underwood Deviled Ham, quarter page.  
Liquid Veneer, quarter page.  
Whittemore's Shoe Polish, four inches.  
Kellogg's Toasted Corn Flakes, quarter page.  
Ivory Soap, one page.  
Red Wing Grape Juice, half page.  
Old Dutch Cleanser, quarter page.  
Lea & Perrin's Sauce, four inches.  
Stag Tobacco, half page.  
G. Washington's Instant Coffee, quarter page.  
Jap-a-Lac, four inches.  
Hires' Root Beer, half page.  
Gold Medal Flour, one page.  
Valspar Varnish, one page.  
Berry Bros. Varnishes, quarter page.  
Acme Quality Paints, Varnishes, etc., half page.  
Huyler's Chocolates, ten inches.  
Elastica Floor Finish, ten inches.  
Eagle Brand Condensed Milk, eighth page.  
Hunt's California Fruits, eighth page.  
Two-in-One Shoe Polishes, quarter page.  
Knox Gelatine, quarter page.  
Vitalite, quarter page.  
Cream of Wheat, one page.  
Crisco, one page.  
Meadow Gold Butter, quarter page.  
Postum, quarter page.  
Velvet Tobacco, two pages.  
Lifebuoy Soap, quarter page.  
Kellogg Toasted Corn Flakes, one page.  
Tanglefoot Fly Paper, quarter page.  
Bull Durham Tobacco, one page.

Florida peaches command \$2 for the best, but the fruit is small, though the flavor is not bad. The demand is fair.

# This is the FRANKLIN CARTON



that makes it possible for you to make a profit on sugar instead of selling it at a loss, because it saves the labor and time of putting sugar in bags, saves you the cost of bags and twine, saves you from losing by overweight.

You can buy all fast selling grades of sugar in FRANKLIN CARTONS.

FRANKLIN CARTON SUGAR is packed in CONTAINERS of 24, 48, 60 and 120 lbs. capacity, according to the grade.

Ask your jobber for further information.

**The Franklin Sugar Refining Company**

PHILADELPHIA

*"Your customers know that FRANKLIN CARTON SUGAR is CLEAN sugar"*

## PUSH YOUR OWN BRAND OF Peanut Butter

We will pack the best quality under your OWN PRIVATE LABEL in vacuumized glass drinking tumblers; also Mason jars, cans or pails.

**Upham, Miller Co.**  
NEW YORK

Manufacturers, Importers and Packers of Food Products of the Finest and Most Exclusive Grocers in America.



### WHAT TO TELL CUSTOMERS

"This is the famous FRANKLIN CARTON SUGAR. The carton keeps the sugar clean and dry and won't burst in your basket or closet, like a bag. Notice the quality and purity as well as the convenient CARTON. I know you'll like it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## What the New Pennsylvania Oleo Bill Means

**Both Houses Pass It and Governor Will Sign It. Provides Scientific Test by Which Food Department Can Tell Whether Oleo is Colored in Imitation of Yellow Butter.**

This journal has received a number of inquiries as to the provisions of the oleo bill which it was announced in last week's Harrisburg letter had passed both Houses. The bill, as announced in its title, was merely an act to amend the oleo act of 1901, by providing a standard by which the State authorities can tell whether a given sample of oleo is colored to look like yellow butter or not. This question has always been an open one. If oleo is colored to look like yellow butter it cannot be sold in Pennsylvania, but if it is not colored to look like butter, it can be sold, under license, whether otherwise colored or not.

The standard provided by the new act, by which oleo will henceforth be judged, is as follows:—

When it has a tint or shade containing more than 1 6-10 degrees of yellow, or of yellow and red col-

lectively, but with an excess of yellow over red in the terms of the Lovibond Tintometer scale or its equivalent.

The new standard and the probable effect of its enforcement on retail dealers were interestingly discussed by the House, just before the passage of the bill. Following are some extracts from that discussion:—

Mr. R. J. Baldwin.—Mr. Speaker, I would like to state to the House that this is a bill that I think both agricultural interests and the oleomargarine interests will support. It simply fixes a scientific measurement for color, so that hereafter whenever there is any controversy in court over the question of whether or not oleomargarine is colored in imitation of butter the word "yellow" has a definite meaning, and it will end a great deal of the trouble that has existed in the past, and I think every member of the House stands for that kind of legislation.

Mr. Richards.—Mr. Speaker, I would like to ask the gentleman whether this bill permits the use

of any amount of artificial coloring matter?

Mr. R. J. Baldwin.—Mr. Speaker, in answer to that I will state that if there is anybody wants to make a product to take the place of butter and will not attempt to imitate the agricultural yellow, he can use any color he wants under the provisions of this bill. This bill simply states what yellow is scientifically. Every member of the House knows, I think, as well as myself, that one of the great difficulties in a controversy between the pure butter people and the imitation is over the question of what is yellow? Now I cannot for a moment conceive of any opposition on the part of anybody except to desire some definite measurement so that there will be no controversy afterwards.

Mr. Richards.—Mr. Speaker, what I desire to ask the gentleman is this: How are you going to determine whether this butter is 70 per cent. white or whether it is 30 per cent. white? By what method and what evidence will the Dairy and Food Commissioner prosecute?

Mr. R. J. Baldwin.—Mr. Speaker, for the benefit of the gentleman from Allegheny I will read it, and each member of the House can read it:—

When it has a tint or shade containing more than 1 6-10 degrees of yellow or of yellow and red collectively, but with an excess of yellow over red in the terms of the Lovibond Tintometer scale or its equivalent.

Mr. Richards.—Mr. Speaker, well, then, will all the retailers be compelled to keep one of those instruments in their store?

Mr. R. J. Baldwin.—Mr. Speaker, I do not think that is a question

for the House to consider at all. The truth of the matter is, and the gentleman knows it very well, and he need not try to beg the proposition—the truth of the matter is that the oleomargarine people are on this proposition, as they have been in all their other legislation; in other words, desire to imitate another producer's article. Now, here when we undertake to fix a standard by a scientific measurement, now they want to know whether the grocer needs an instrument to make the measurement. The gentleman knows and every member of the House knows, that when there is a controversy between the Department and anybody as to whether or not the party has violated the oleomargarine law, that we have much difficulty in deciding what yellow is. Now, certainly, anybody that wants an honest result realizes the importance of having a scale to measure the matter in it. Now here are the scales provided. It does not involve the local grocer or it is not a question of whether he keeps an instrument or the solutions to test out this color. It is not an argument for the House to decide at all. We realize that if there is not a controversy in court this proposition does not amount to anything; but when there is a contest in court the word "yellow," being an indefinite term, it is important to the oleomargarine people and to the pure butter people that the word be defined, and we forever settle that proposition of what yellow is. This is what the bill does. It fixes what yellow is, and surely every man that wants to sell an honest article does not want that doubt to exist.

At this writing the bill has not been signed by the Governor, but it undoubtedly will be.



## Experts Agree on Sauer's Flavoring Extracts

and that's why they SELL best, because they ARE best. We've built up the biggest flavoring business in the United States on PURITY and QUALITY. You are not only sure to have plenty of sales at good profits if you PUSH SAUER'S FLAVORING EXTRACTS, but your customers will be pleased, and pleased customers are the ones who come back to buy again and again.

Let us tell you about our Special Five-Gross Deal

**THE C. F. SAUER COMPANY**

Richmond, Va.

### WHAT TO TELL CUSTOMERS

"Here's the finest flavoring extract made—SAUER'S. The flavor, strength and absolute PURITY is guaranteed to the last drop."

**This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants**



## More Prosecutions Under Federal Food and Drugs Act.

**United States Runs Down More Brands of Food Products Which it Charges Offend Against the Adulteration or Misbranding Provisions of the National Food Law.**

The United States Department of Agriculture has certified the following cases to this journal. They are cases of misbranding or adulteration under the Federal Food and Drugs act:—

JUDGMENT No. 2,255—MISBRANDING OF CANNED BLUEBERRIES.

The United States Attorney for the Southern District of New York filed in the District Court of the United States for said district a libel for the seizure and condemnation of 2,505 cases of canned blueberries in possession of the Eastern Steamship Co., a corporation, Pier 14, North River, New York, N. Y., alleging that the product had been shipped by A. & R. Loggie, Columbia Falls, Me., and transported from Maine into New York, and charging misbranding in violation of the Food and Drugs Act. The product was labeled: "Eagle Brand (design of bunch of blueberries), A. & R. Loggie, Loggieville, N. B., Canada. 90 oz., or over net weight, packed by A. & R. Loggie, Loggieville, N. B., Canada." And there was also stenciled in small and inconspicuous type upon the back of the jars containing the product, so that it was calculated to be unobserved by the purchaser, the follow-



ng: "Packed at Columbia Falls, Me., Eagle Brand Blueberries."

Misbranding was alleged, for the reason that it was falsely branded to the State and country in which it was produced, that is to say, that it bore a label which represented that it was produced and manufactured in the Dominion of Canada, whereas, in truth and in fact, it was produced and manufactured in the State of Maine, and further, in that said product purported by its label to be a foreign product, to wit, a product of the Dominion of Canada, and further, in that the label of the product bore a statement which was false and misleading, in that it represented the article to be Canadian blueberries, whereas, in truth and in fact, it consisted of blueberries grown and packed in the State of Maine.

A. & R. Loggie filed a bond for \$500 to correct the label.

#### JUDGMENT No. 2,162—MISBRANDING OF VANILLA EXTRACT.

The United States Attorney for the District of Columbia filed in the Supreme Court of said District, holding a district court, a libel for the seizure and condemnation of 576 bottles of vanilla extract, in possession of Hecht & Co., Washington, D. C., alleging that the product had been shipped by the Van Duzer Co., New York, N. Y., and transported from New York into the District of Columbia, and charging misbranding. The product was labeled: "1 Ounce Full Measure—St. Regis Brand—Guaranteed Absolutely Pure—Flavoring Extracts—Vanilla—Standard Quality for Flavoring Ice Cream, Custards, Jellies, Sauces, etc.—Put up Expressly for Hecht and Co., Washington, D. C."

Misbranding of the product was alleged in the libel for the reason that the bottles thereof did not contain one ounce full measure.

The goods were sold by the U. S. Marshal.

#### JUDGMENT No. 2,163—ADULTERATION OF PRESERVED STRAWBERRIES.

The United States Attorney for the Southern District of New York filed in the District Court of the United States for said district a libel for the seizure and condemnation of 242 cases, each containing six half-gallon jars of preserved strawberries, in possession of Charles B. Malcolm & Co., at Pier 29, North River, Pennsylvania Railroad Co., New York, N. Y., alleging that the product had been shipped on or about July 13, 1912, by J. B. Malcolm & Co., Marion, N. Y., and transported through Pennsylvania and New Jersey into New York, and charging adulteration. The product was labeled: "J. B. Malcolm & Company, Marion, N. Y. R. S. Stubbs, care Morgan Line, New York City. 45493."

Adulteration was alleged in the libel for the reason that it was colored in a manner whereby inferiority was concealed.

The Morey Mercantile Co. filed a bond to sell the goods according to law.

#### JUDGMENT No. 2,164—MISBRANDING OF HERRING.

The United States Attorney for the Eastern District of Pennsylvania filed in the District Court of the United States for said district a libel for the seizure and condemnation of twenty-five boxes, each containing ten pounds of herring, at premises numbered 118 North Delaware avenue, Philadelphia, Pa., alleging that the product had been shipped from Massachusetts into Pennsylvania, and charging misbranding. The product was la-

beled: "Highest Award International Fisheries Exhibition (two designs of a woman's head with words 'Victoria Regina' in circle), Ten Pounds Crown Brand English Boneless Herring Packed by L. Pickert Fish Co., Boston, Mass. (with a design of a crown)."

Misbranding was alleged for the reason that it was labeled and branded so as to purport to be a foreign product when not so.

No claimant appeared and the goods were condemned and destroyed.

#### JUDGMENT No. 2,167—ADULTERATION OF CATSUP.

The United States Attorney for the Northern District of West Virginia filed in the District Court of the United States for said district an information against the Mc-Mechen Preserving Co., a corporation, Wheeling, W. Va., alleging shipment by said company from West Virginia into the District of Columbia of a quantity of catsup which was adulterated. The product was labeled: "Elmwood Brand Catsup, made from tomatoes, gran. sugar, salt, pure spices, grain vinegar, and preserved with 1-10 of 1 per cent. Benzoate of Soda. Mc-Mechen Preserving Co., Wheeling, W. Va., U. S. A."

Adulteration of the product was alleged in the information for the reason that it consisted in whole or in part of a filthy, decomposed and putrid vegetable substance.

The defendant company entered a plea of guilty to the information and a fine of \$10, with costs, was imposed by the court.

#### JUDGMENT No. 2,180—MISBRANDING OF COFFEE COMPOUND.

The United States Attorney for the Southern District of New York filed in the District Court of the United States for said district an information against the Potter-Sloan-O'Donohue Co., a corporation, New York, N. Y., alleging shipment by said company from New York into Alabama of a quantity of so-called Elephant Compound Coffee and Chicory which was misbranded. The product was labeled: "Elephant Compound Coffee and Chicory. The small quantity of chicory in this compound is used simply to bring out the flavor and good qualities of the coffee. One can of Elephant brand properly made will produce better results than twice the amount of other coffee. Double strength."

Examination of a sample showed the compound to be composed of about 75 per cent. ground Rio and about 25 per cent. ground chicory. Misbranding was alleged for the reason that the label thereon bore a statement, to wit, "The small quantity of chicory in this compound is used simply to bring out the flavor and good qualities of the coffee," which said statement was false and misleading, in that the quantity of chicory present was not small and in that said chicory did not bring out the flavor and good qualities of the coffee, but was used as an adulterant to cheapen the cost of the article.

The defendant company plead guilty and was fined \$10.

#### JUDGMENT No. 2,187—ADULTERATION OF TOMATO CATSUP.

The United States Attorney for the District of New Jersey filed in the District Court of the United States for said district an information against B. S. Ayars & Sons Co., a corporation, Bridgeton, N. J., alleging shipment from New Jersey into Pennsylvania of a quantity of tomato catsup which was adulterated. The product was labeled:

## Sell Advertised Goods to Increase Selling Speed

**ANYTHING** that will shorten the process of waiting upon customers will give your sales clerks more time to wait upon *more* customers. The accepted answer to this selling problem is—advertised goods.

Advertised goods remove the necessity for argument. The purchaser *knows* advertised goods, knows N. B. C. goods, has confidence in them and buys them. Advertised goods eliminate argument and so save lost time.

By one move—the selling of advertised goods—your clerks can sell to three or four people in the time it formerly required to sell to one. Prove it yourself—sell N. B. C. products—they are nationally known—their quality is automatically repeated in every package or pound. Stock a good assortment of the well-known In-er-seal Trade-Mark packages and the familiar glass-front cans.

## NATIONAL BISCUIT COMPANY

"Bridgeton Highest Grade Catsup. 1-10th of 1 per cent. Benzoate of Soda, Bridgeton Preserving Co., Bridgeton, N. J. This catsup is made of choice tomatoes, the finest spices, onions, distilled vinegar, granulated sugar, salt and prepared with 1-10 of 1 per cent. Benzoate of Soda."

Adulteration was alleged for the reason that it consisted in whole or in part of a filthy, decomposed and putrid vegetable substance, that is to say, tomatoes, containing yeasts, spores, bacteria and molds.

The defendant company entered a plea of guilty to the information and the court imposed a fine of \$50.

#### JUDGMENT No. 2,194—ADULTERATION AND MISBRANDING OF VANILLA EXTRACT.

The United States Attorney for the District of Maryland filed in the District Court of the United States for said district an information against the Ferris-Noeth-Stern Co. (Inc.), Baltimore, Md., alleging shipment from Maryland into Virginia of a quantity of vanilla extract which was adulterated and misbranded. The product was labeled "Extract Vanilla No. 2, Bakers. Artificially Colored. Ferris-Noeth-Stern Co. Manufacturing Chemists and Jobbers in Bakers', Confectioners' and Bottlers'

Supplies, No. 219 West Pratt Street, Baltimore, Md."

Adulteration of the product was alleged in the information for the reason that an imitation extract of vanilla had been mixed and packed with it so as to reduce, lower and injuriously affect its quality and strength and for the further reason that said product was colored in a manner whereby inferiority was concealed, to wit, by the use of caramel.

The defendant company entered a plea of nolo contendere to the information and the court imposed a fine of \$5.

#### JUDGMENT No. 2,144—ADULTERATION OF PRUNES.

The United States Attorney for the District of Maryland filed in the District Court a libel for the seizure and condemnation of five boxes, each containing 25 pounds of prunes, remaining unsold in the original unbroken packages and in possession of the Merchants & Miners Transportation Co., Baltimore, Md., alleging that the product was being transported from Maryland into Florida, and charging adulteration in violation of the Food and Drugs Act. The product was labeled: "25 lbs. net; The Very Best Pitted Prunes—Gold Medal Brand—Santa Clara Fruit."





NOTHING has a wider sale than *milk*; some people like one cereal, some prefer *another*, but *all buy milk*. Even the woman who bakes her own bread and cakes *must buy milk*. *All* your customers are buying milk *every day*. Make up your mind that *you* are going to sell it to them and secure the profit on this great volume of sales; you can do it if you'll push the sale of **Borden's Eagle Brand Condensed Milk** and **Borden's Peerless Brand Evaporated Milk**, because they are used in as many ways as raw milk and their natural flavor and rich creaminess will please your customers. **Borden's Brands**, both sweetened and unsweetened, are made by the most modern processes, and guaranteed absolutely pure. When you get your customers using **Borden's Eagle Brand Condensed Milk** and **Borden's Peerless Brand Evaporated Milk**, they will also buy Borden's St. Charles and Silver Cow brands of Evaporated. Send us the names of your best customers and we will mail each a Recipe Book, showing dozens of delicious dishes that can be made with **Borden's Milks**. This is sure to bring you increased sales.

## Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857

NEW YORK

### WHAT TO TELL CUSTOMERS

"You'll find **BORDEN'S MILKS** a great help in your cooking. They make doughnuts, cookies and cakes that are as light and delicious as can be, and enrich all gravies and sauces."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Adulteration of the product was alleged in the libel for the reason that it consisted in part of a decomposed vegetable substance, to wit, prunes.

No claimant appeared and the product was destroyed by the United States Marshal.

JUDGMENT No. 2,143—MISBRANDING OF LEMON EXTRACT, VANILLA EXTRACT, ALMOND EXTRACT AND ORANGE EXTRACT.

The United States Attorney for the Southern District of Ohio filed in the District Court an information against the Royal Remedy and Extract Co., a corporation, Dayton, Ohio, alleging shipment by said company, in violation of the Food and Drugs Act, from Ohio into Illinois:—

(1) Of a quantity of so-called lemon extract which was misbranded. The product was labeled: "One dozen, 2 oz. Souders' Pure Lemon Extract. \* \* \*"

Analysis of a sample showed misbranding, for the reason that the label and brand thereon bore a statement of the contents of each of the packages or bottles thereof in terms of weight or measure, as follows, to wit, "2 oz.," which said statement was not correct, in that each of the bottles did not contain 2 ounces of the product, but the said packages and bottles averaged 6.7 per cent. short of the volume, weight or measure so stated on the label and brand.

Prosecutions for short measure in orange, almond and vanilla extract were also brought at the same time. The fine was \$25.

Florida corn is coming regular forward, but the quality is poor and dried up. The average price is \$2.

## Teas by Mail

is our slogan, and we're making a good living out of it.

No, selling proposition stands so squarely on its feet as selling Teas by mail. There's no salesman's persuasion about it—the Teas must make good themselves or there's no deal.

Send a sample—let us see what we can do with it. If we quote you an interesting price on it, you'll know what to do about it.

### DURYEE & BARWISE

Roasters and Packers Teas and Coffees  
89 FRONT STREET, NEW YORK

ESTABLISHED 1897





## These Are 1913 Pack

¶ When ordering Sardines be sure to name **Seminole Brand Standard ¼ Oil Key Carton**, because you will be sure to get Spring 1913 fish.

¶ The 1912 pack of Sardines that are still being put out by some packers are poor in comparison with this year's pack.

¶ **Seminole Standards** are high-grade fish, packed in finest oil, and spiced with cloves and bay leaf. Being packed in a handsome, rich carton (deep blue, printed in blue, gold, red and white), *they sell themselves*, and then keep on selling because of the high quality of the fish.

¶ At \$3.75 a case they pay you a good profit.

**AMERICAN SARDINE COMPANY**  
EASTPORT, MAINE



## Listen to Us Shout!

¶ No matter what time of year you pick up **Gurnse** butter, you'll find it good. That's the one point about **Gurnse** that we've shouted louder than any other—its uniformity from month to month; a tremendously important thing about butter that you expect people to use right along.

¶ We work all day to keep up the quality of **Gurnse**, but we work all day and all night to keep its uniformity up. Use it as a leader—it will never betray your confidence.

Packed in 20, 30 and 50-pound boxes—pounds and half-pounds—35 cents  
Prices subject to market changes.

**P. F. BROWN & CO.** 39-41-43 South Front St.  
Philadelphia, Pa.



When you offer **FAIRY SOAP** to your customers you give them a real reason for trading with you, because it's the best toilet soap a nickel will buy. There's no way to make a purer, whiter, sweeter soap than **FAIRY**, and it's *real* soap that gives satisfaction down to the last thin wafer. You can always be sure of a steady sale for **FAIRY** because it *pleases*.

"Have you a little 'Fairy' in your home?"

**THE N.K. FAIRBANK COMPANY**

**CHICAGO**





# THE GROCERY MARKETS

## Tea.

The tea market shows no change for the week. There is of course no new tea yet available, and the market is in a more or less waiting condition on that account. Spot teas are nominally unchanged in price, but sellers are willing to make some concessions if thereby they can clean up their stocks in advance of the new season. The demand for tea is very dull and at best is only moderate.

## Coffee.

The coffee market is weaker again. During the week all grades of Rio and Santos, apparently for no reason other than their own weight, have sagged about  $\frac{1}{8}$  cent per pound. The demand is very light and market conditions throughout are pretty sick. Nobody seems to have much confidence in the future of the market and for the present everything is stagnant and dull. Mild coffees have weakened in sympathy with Brazils, but in the primary markets holders are even asking an advance, although there have been no sales made on any advanced basis. Java and Mocha unchanged and dull.

## Sugar.

There has been no change in the sugar market during the past week. Raws are not overly strong, but refined is exactly where it was a week ago, namely 4.20 cents for granulated, all refiners except the local Pennsylvania Refinery being on a par. The latter will sell five points less. The consumptive demand for refined sugar is very fair.

## Syrup and Molasses.

Glucose is unchanged for the week. Compound syrup is dull at ruling prices. Sugar syrup and molasses show no change and are very dull.

## Canned Goods.

The tomato market for this week shows a little more activity, but with practically no advance in price. The demand for futures has not increased, although it is a well-known fact that the cold weather and unfavorable conditions have kept the plants from advancing far enough to be set out and the general crop will therefore be about three weeks late. There is a slight improve-

ment in the corn market, with quite a noticeable increase in demand, especially for the cheaper grades. Peas are unchanged, with the jobbers generally waiting developments from the new pack, which will be ready within the next two or three weeks. New strawberries are being packed now and indications are for a short crop. Prices would seem to be as low as they should be for the entire season. Spot California fruits are fairly well cleaned up and some business is being done for shipment from the coast at fairly good prices. Practically nothing has been done in the way of booking orders for new pack.

## Dried Fruits.

Prunes seem to be in a very strong position, especially in view of the fact that reports come from the coast indicating not much over a 50 per cent. crop. Packers are already paying growers high prices for new crop. Peaches on the spot are moving very satisfactorily. Short crop of these is also reported for the coming season. Apricots of 1912 crop are fairly well cleaned up. New crop will be quite short and prices will rule high.

## Fish.

Mackerel is not improved, and the market is still in buyer's favor; demand light. Cod, hake and had-dock quiet on account of the season at unchanged prices. Salmon, meaning particularly Pinks and Medium Reds, is quiet and prices are still particularly low. Red Alaska is unchanged and in light demand. Imported sardines scarce, high and dull. New pack domestic sardines are also rather firm by reason of the scarcity of fish.

## Beans and Peas.

Pea beans and marrows are firm at unchanged prices. Demand fairly good. No change in green and Scotch peas. Lima beans have advanced ten points and are selling freely.

## Butter.

The make of fresh butter is increasing to a considerable extent. The quality arriving is improving as the season advances and the demand for consumption has been very good and some of the receipts

have been going into cold storage. The outlook at present is fair with a continued increase in the production. No change in price of any consequence is looked for in the immediate future.

## Eggs.

The quality of eggs arriving continues to be very good owing to the favorable weather conditions. There is still a considerable quantity of eggs going into cold storage, together with a good consumptive demand; the market is 1 cent higher than it was a week ago. No change is expected from the present conditions, while the quality of the eggs continues to run fine.

## Cheese.

The receipts of new cheese continue to increase. The consumptive demand is also much better than it was, and owing to the increased demand the market is 1 cent per pound higher than it was last week. There are a few old cheese remaining in the market that are being sold at about 3 cents per pound over the price of the new make. The quality of new cheese will get better as the season advances. Prices are ruling about the same as they were a year ago, and no change is likely to occur from the present range of prices in the immediate future.

## Provisions.

There is an increase in demand for everything in the smoked meat line at prices ranging about  $\frac{1}{4}$  cent per pound over last week. Pure and compound lard remain steady at unchanged prices, with a fair consumptive demand. Barreled pork, canned meats and dried beef are all firm with an increased demand at unchanged prices.

## INDIVIDUAL MARKET REPORTS.

### Evaporated Apples, Etc.

Trading on apples is about normal for this season of the year. Shippers are getting  $5\frac{3}{4}$  to 6 cents for high prime in 50-pound boxes,  $6\frac{1}{2}$  for choice, and up to 8 cents for fancy. Cartons  $\frac{1}{2}$  cent per pound higher. Orders are principally for small lots.

The future market is at a standstill owing to unfavorable conditions. Some business is being booked on a basis of  $6\frac{1}{4}$  cents in 50-pound boxes for prime October-

November shipment, but trade is not active.

Raspberries are firm; spot goods are quotable at 16 to 17 cents f. o. b. in barrels, and new goods for August-September shipment at 18 to  $18\frac{1}{2}$  cents f. o. b. in barrels. These prices are much lower than we have had for several years, and while buying is not large, shippers are getting a very fair demand.

C. C. HALL.

Rochester, N. Y.

## Standard Canned Goods.

### No. 1

During the week the tomato market here, for the first time since the first of the year, showed unmistakable signs of a reaction from the low level of prices which have been prevailing during the last two or three months. The extent of the damage done to the early plants by the recent heavy frosts is being realized now, and while the first reports may have been exaggerated somewhat, the damage has been serious throughout this entire section. Fortunately, the frosts came at a time that still leaves an opportunity for the more enterprising farmers to secure another supply of plants to set out, and they will make a strong endeavor to recover their losses, or as much of them as may be possible under the circumstances though the chronic pessimists claim that the scarcity of the plants will be keenly felt and the available supply will be quickly exhausted. Don't buy future tomatoes in the belief that a famine in the canned article next season is threatened. Buy them in the belief that they have intrinsic value at to-day's prices, and let others speculate in the possibilities. Before the frost came there were visible indications of a reaction coming naturally, and the same confidence prevails now.

Spot tomatoes were active last week, and some good sized lots changed owners at full prices. The shipments from the warehouse here during the last three weeks leave vacant spaces that tell the story plainer than words. The fact that everything purchased was shipped to the buyers promptly showed that the goods were needed not bought on speculation, and were placed in line for consumption. If the developments during last week are accepted as a criterion there is some improvement coming shortly, if not right away, in the prices of spot tomatoes.

The season for canning the spring crop of spinach is about closing, and the pack is lighter than was expected. The indications are for higher prices. The fresh peas



w arriving are costing our can-  
 rs a pretty penny. The compe-  
 on for them between the canners  
 d the shippers is keen, and the  
 rivals are not large enough to  
 ally supply both. Many canners  
 Baltimore will not pack peas  
 is season for that reason. They  
 e well worth your prompt atten-  
 n. The spring crop of string  
 ans comes next in the line of  
 etables, but the jobbers show  
 le interest in them as yet. Spot  
 eet potatoes are stronger, and  
 ey will probably advance in prices  
 ring the week. The other lines  
 vegetables show no change.  
 The strawberry season should be  
 its height, but the receipts were  
 uch lighter than expected, and  
 ey cost high. If the receipts this  
 eek are not heavier the cost won't  
 lower, and the canners will be  
 eatly disappointed. The receipts  
 fresh pineapples did not increase,  
 ntrary to expectations, and the  
 ices for the different grades con-  
 nue firm, quite firm. Outside of  
 ese new goods the orders during  
 e week for the other fruits,  
 achas, pears and apples, as well  
 for berries and cherries, were  
 all, though a little larger than in  
 e week previous.

THOS. J. MEEHAN & Co.  
 Baltimore, Md.

#### No. 2

The inquiry for spot tomatoes  
 as greatly increased within the  
 st week and stocks are daily  
 eaning up. Anything that will  
 ade standard is difficult to locate  
 nder 80 cents. An occasional car  
 ight be picked up at 77½ cents,  
 ut the majority are asking 80 cents  
 or anything of desirable quality.  
 ome are being held at 82½ cents,  
 nd sales of extra standards have  
 een reported at 85 cents. The  
 market is tending upward.

The universal plant scarcity and  
 ne lateness of the season in the  
 etting of plants will be felt as the  
 eason advances. It would scarce-  
 y seem possible at this writing  
 hat there could be an overpro-  
 duction in 1913. Just what the  
 ctual pack will be will depend al-  
 ogether upon the season, with con-  
 ditions favorable for a shortage  
 rather than an overproduction.

Packers are reporting that the  
 plants look worse now than they  
 did immediately after the frost, on  
 account of the continued cold and  
 dry weather, and that from seed  
 own over a month the plants are  
 no more than an inch high. The  
 eason will be late and there will be  
 a general shortage of plants. Ex-  
 perience has shown that the best re-  
 sults are obtained only from hearty  
 and thrifty plants. This year  
 growers will be lucky if they have  
 enough plants to go round of any  
 kind.

The contract growers may get  
 out their acreage the first time, but  
 probably they will not be able to  
 get enough plants with which to



Copyright 1913  
 Armour & Company

## Follow the Leader

Armour's Grape  
 Juice Girl will be the  
 advertising sensation  
 of the year. You  
 will see her in magazines,  
 in picture shows, on signs,  
 on bill boards. This typi-  
 cal figure is one of the  
 features of our giant advertising  
 campaign, which will multiply de-  
 mand for

## Armour's Grape Juice

BOTTLED WHERE THE BEST GRAPES GROW

Our advertising will make *thousands* of *new* customers for Armour  
 dealers. It will win the *multitudes* to the Armour Brand.

To get your share of the profits of this big money-making line, get our  
 new Grape Juice Window Display, our handsome Store Signs, Display Racks  
 and Store Decorations.

These trade-winners are *free to you*. They will *boom* your Grape  
 Juice Sales. The purity, extra goodness and superfine flavor of the  
 Armour Brand will keep this trade *coming* and *growing*.

### Special Offer to Grocers

We have a special proposition  
 for *you*. We will *pay* you to  
 work with us to increase *your* sales. This is co-operation to the limit.  
 Ask us for full details. Write now.

GRAPE JUICE FACTORIES  
 AT WESTFIELD, N. Y., AND  
 MATTAWAN, MICH.

ARMOUR AND COMPANY

CHICAGO



#### WHAT TO TELL CUSTOMERS

"Try Armour's Grape Juice on my recommendation;  
 you're sure to like it. Its absolute purity is guaranteed by  
 Armour & Company."

This is one of the firms the sale of whose products  
 helps organize the Pennsylvania Retail Merchants





## Pleasant to Make, Profitable to Handle Freihofers' Egg Elbow Macaroni

Is made in a clean, daylight, *American* factory where there is no dirt to hide and visitors are always welcome. Machines do the work instead of human hands. Made of *real eggs* and *high grade farina*—it's the finest macaroni that can be produced. FREIHOFFER'S EGG ELBOW MACARONI is easy to sell the *first time* and after that it *sells itself*, because of its *fine quality*, *tenderness* and *delicious flavor*. Tell your customers about its cleanliness and start them buying it; you can be sure that steady sales at good profits will result.

*Freihofers* Baking Company, Philadelphia.

### WHAT TO TELL CUSTOMERS

"There's *one* macaroni that has the quality, flavor and cleanliness—that's FREIHOFFER'S EGG ELBOW MACARONI. It's the best ever.

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## "Her Shoes Are White; His Shoes Are Tan"

That will be the case with almost every couple this season, and there's going to be a record-breaking sale of MASON'S WHITE DRESSING and MASON'S TAN COMBINATION because they are unequalled for keeping white, and tan shoes, in "new" condition. Get women customers buying MASON'S WHITE DRESSING, which makes a white shoe *REAL WHITE (NOT GRAY)* and won't rub off on the clothes; they'll be so pleased they'll send the men folks to buy MASON'S TAN COMBINATION, and whichever you *sell pays you 75% profit*.

LOOK OUT for "cheap" shoe dressings that stick on your shelves. MASON'S *sell* and pay you your profit.

**JAS. S. MASON COMPANY**

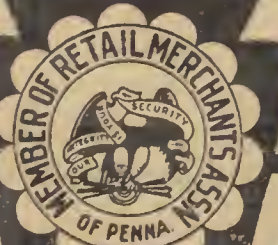
138-140 North Front Street

PHILADELPHIA

### WHAT TO TELL CUSTOMERS

"MASON'S WHITE DRESSING is 'the finest ever' for white shoes. When you see how good it is, remember we also sell MASON'S TAN COMBINATION, the best for tan shoes."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



replant the ground should they not get a stand, as they may not, and from poor plants the chances are all the more favorable that they will not, and while they may have their contracted acreage set out yet on account of the scarcity of plants with which to replant they may in reality have an acreage much short of that for which they have contracted and a good many of the growers who have not contracted have become discouraged, and, not being under any obligations to deliver their acreage, are putting the ground into corn and other crops, feeling that from poor plants the chances of crop are poor and if they sow seed at this late date the chances of crop are poorer.

We do not mean to be alarmist in any sense, but simply state conditions which will undoubtedly have considerable bearing on the future game. In the meantime it is becoming more difficult to place business satisfactorily at 60 and 8 cents for 2s and 3s standards in cans, with extra standard and selected tomatoes commanding proportionately higher prices.

There is still a big demand for spot corn. Some very desirable trades have been made and buyers would like to obtain more of the same but they cannot, and the jobbing trade has been convinced that good corn that can be bought at prevailing prices is much below the cost of production and is therefore a good purchase. Therefore corn of desirable grades that can be bought in and around 50 cent delivered is in demand and the better grades of corn are daily becoming scarcer and harder to locate.

There is still a great deal of cheap corn that sellers are only too ready to dispose of and this has had its effect on the market and has caused certain holders of good corn to let go at cheap prices, but the holdings of the better grades in first hands are daily becoming smaller and as soon as they get into second hands it places the market in a stronger position, as the jobbing trade are not near so ready to let go as would be the packer at this season of the year when he is making preparations for the new pack and the taking in of cans and other supplies.

Future corn has been practically neglected except in some special brands and packing of special grades, as jobbers have been disposed to buy spot goods and carry rather than to buy futures at a higher price.

The continued cold weather has had its effect on the growing corn and if we should be favored with a much freakish weather in the future as we have already experienced thus far in the season, conditions may materially change in the corn market. Of course, none will gamble on these prospects, but if sensible, will curtail his acreage at least one-half, and in addition



ope that the season will not be  
vorable for a good crop in order  
at the situation may round to.  
uations, therefore, are nominal  
a future corn and are unchanged  
nce our last issue.

WILLIAM SILVER & Co., Inc.  
Aberdeen, Md.

#### Rice.

The market for the week has  
oved along steadily, and while it  
cannot be said that there is any ma-  
terial increase of activity, the move-  
ment is fairly well sustained, and  
reality the drift of prices is  
ward a higher plane. As is gen-  
erally known, during quiet periods  
oft spots are not unusual, but  
primary points are exacting full  
alue, on some grades an item  
bove the parity of this market.  
his condition is to be expected,  
pecially in the higher qualities of  
onduras and Japans, which are  
ommanding more attention be-  
cause of their increasing scarcity,  
and naturally helps values all along  
e line, thus insuring a strong  
market at the milling centres.

Advices from the South, along  
the Atlantic Coast, report disap-  
pointing movement, all buyers abso-  
lutely indifferent. At New Or-  
leans conditions are better. The  
general market is dull but strong,  
and there is a more widespread in-  
quiry, with an increasing demand.  
stocks over the whole country are  
tight in grocers' hands, and the  
dealers are taking advantage of the  
situation to make prompt turns on  
their holdings, the general desire  
seeming to be to get down to as  
light a basis in holdings as possi-  
ble, against any sharp action by the  
Senate on the tariff bill.

In the interior—Southwest Lou-  
isiana, Texas and Arkansas—the  
mills are holding stiff, feeling the  
outlook for a fair clean up of stock  
most favorable. The crop news is  
satisfactory. The stand thus far  
most successful and point to a  
larger output.

Cables and correspondence from  
broad note rough rice market idle;  
spot cleaned" quiet; "forward  
turna" again easier.

DAN TALMAGE'S SONS CO.  
New York and New Orleans.

#### Imported Fish Specialties.

Herring.—The trade on old her-  
ring here is very quiet, which is  
only natural. The only exception  
is Norwegian herring, which con-  
tinues in good hand-to-mouth de-  
mand.

Mackerel of all kinds is very  
quiet. Our shippers in Ireland re-  
port total shipments for last week  
of only 350 barrels.

Imported Oil Sardines.—The  
catch in Norway has started on the  
5th instant, but so far the catch  
is rather disappointing, owing to  
the unfavorable weather. It is  
hoped that this will change shortly,  
so that the fish may be caught, and  
so that the manufacturers can be



## Bouillon "Herringlets"—Eaten in Many Ways

BOUILLON "HERRINGLETS" are eaten as Salad, Sandwiches, with Cheese, Fried in Butter, and in so many other ways that once you start your customers buying them you are sure of steady sales. They are selected little NORWEGIAN HERRING packed in delicious BOUILLON, and guaranteed, the same as our famous "SKIPPER SARDINES," to please your customers or we'll return their money. Push their sale—they pay you a good profit.

**Angus Watson & Company, Sole Proprietors**

Also Proprietors of "Skipper" Sardines

1011 Chestnut Street, Philadelphia, Pa.



#### WHAT TO TELL CUSTOMERS

"Let me introduce you to a new luncheon delight—BOUILLON 'HERRINGLETS,' the dainty little NORWEGIAN HERRING in bouillon, only 15 cents a can."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## Housekeepers, Doctors, Grocers, Bakers, Printers, Plumbers — Everybody Uses Banner Lye

Every person who comes into your store is a possible buyer of **Banner Lye**; you ought to keep it displayed at all times so everyone can see that you sell it. No article can be used for cleaning in as many ways as **Banner Lye**. It sterilizes, cleans, disinfects, removes foul odors, cleans out waste pipes and kitchen sinks, etc. You can *guarantee* **Banner Lye** and you can easily work up a large sale for it. Call your customers' attention to the convenience of the sifter top can. You can count on steady sales and profits from **Banner Lye** if you'll push it.

### THE PENN CHEMICAL WORKS

Philadelphia, Penna.

#### WHAT TO TELL CUSTOMERS

"BANNER LYE is the best cleanser and disinfectant manufactured. For health's sake you should always have it in the home."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants







# Parke's UNMATCHABLE Coffee IS A GOOD Leader

for you to push because it will please your customers and bring them back. You can be sure of a steady sale. Packed in neat, handy cartons that save you time and overweight, besides retaining the delicious flavor and aroma.

Parke's Stamp Line Coffee appeals to the consumer who gets the best value in coffee as well as the valuable Parke stamps, which are redeemable for hundreds of valuable premiums.

The Stamp Line includes Coffee, Teas, Baking Powder, Spices, Ammonia, Blue, etc. The whole line handled as a proposition will positively increase your sales.

## L. H. PARKE COMPANY

232-234 Market Street  
PHILADELPHIA

638-640 Grant Street  
PITTSBURGH, PA.

### WHAT TO TELL CUSTOMERS

"Madame, here's a coffee we can guarantee, **PARKE'S UNMATCHABLE COFFEE**. You'll be pleased with its flavor and aroma, and you get a fine line of premiums for the Parke stamps that come with it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



able to begin to fill their old contracts which remained unfilled during last season, owing to the lack of fish.

Fishing in France has not started as yet.

In Portugal the fishing has started, but reports are not at all satisfactory as yet. The demand for imported sardines continues excellent, but prices are very firm all around.

STROHMEYER & ARPE CO.  
New York.

### Spices.

The market was less active this week. Prices remain steady. Import prices really are higher than spot quotations. We have no further news to report as to the tariff on spices. The matter is now in the hands of the Finance Committee of the Senate.

Pepper.—Trading has fallen off slightly during the week. Prices generally are holding firm. Spot stocks continue small. White pepper is rather quiet and holders are really not anxious to sell at prevailing prices.

Red pepper unchanged and in fair demand.

Cloves.—Prices continue steady and an advance is most likely at any time. Stocks in our country are small.

Pimento (Allspice).—Market is firm, although prices are unchanged during the week.

Nutmegs.—Demand is quiet. Prices unchanged. Prevailing quotations are certainly low.

Mace in steady demand and unchanged prices.

Gingers fairly active, but without special change in price.

Paprika.—Hungarian unchanged. Spanish quiet but steady.

Tapiocas in greater demand, due, we believe, to the low prevailing prices.

Seeds, Herbs, Etc.—Celery slightly easier. Caraway, poppy and mustard unchanged. Seeds for pickling needs are now in good demand.

MCCORMICK & Co.  
Baltimore, Md.

### MARKET NOTES.

Strawberries are plenty and cheap, the range being 4 to 12 cents. Practically all the stock on the market is from nearby points, chiefly Maryland, Delaware and New Jersey. The Jersey crop is short. Most of the berries on the market are poor on account of the bad weather.

Jersey nearby peas range from \$1 to \$1.25 per basket. The quality is indifferent and the crop light.

Virginia pie cherries are coming forward and rule at 20 cents per quart. White cherries command



round 30 cents. Receipts are light and demand quiet.

Florida cantaloupes have started to come forward, but they are very small and poor. The price ranges from \$2 to \$2.50 per crate; demand slow.

Florida watermelons are cheap—about 50 cents each. The quality is good and the demand fair.

Lima beans are still very scarce and the price high—\$5. The quality is fair and the demand good.

For tomatoes the range is \$1 to \$2.50 per crate. Florida is still the only source of supply, but Mississippi will start next week. There are a few hothouse tomatoes about, the range being 20 cents.

### Grocers and General Storekeepers, Beware of This New Cigarette Law.

Prohibits Giving or Selling Cigarettes or Cigarette Paper to Minors Less Than Twenty-one Years Old. Penalty is \$100 to \$300 Fine.

The Legislature of Pennsylvania has just passed and the Governor has signed a new cigarette law which of course applies to grocers and general storekeepers just as much as it applies to anybody else. The full text of the new law is as follows:—

#### AN ACT

Prohibiting the furnishing by gift, sale or otherwise of cigarettes or cigarette paper to minors, requiring minors to divulge where and from whom cigarettes or cigarette paper have been obtained and providing penalties for violation of this act.

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That any person who shall furnish to any minor by gift, sale or otherwise any cigarette or cigarette paper shall be guilty of a misdemeanor, and upon conviction thereof shall be sentenced to pay a fine of not less than \$100 nor more than \$300.

Sec. 2. Any minor being in possession of a cigarette or of cigarette paper and being by any police officer, constable, juvenile court officer, truant officer or teacher in any school asked where and from whom such cigarette or cigarette paper was obtained, and who shall refuse to furnish such information, shall be guilty of a misdemeanor, and upon conviction thereof before any alderman, magistrate or justice of the peace, such minor being of the age of sixteen years or upwards, shall be sentenced to pay a fine not exceeding \$5 or to undergo an imprisonment in the jail of the proper county not to exceed five days or both. If such minor shall be under the age of sixteen years he or she shall be certified by such alderman, magistrate or justice to the juvenile court of the county for such action as to said court shall seem proper.

#### AMONG THE TRADE.

In spite of the prospective reduction in the tariff on oats, both raw and rolled oats in barrels have advanced, the latter around 50 cents.



### For Summer Appetites

In hot weather, when the appetites are just a little off, and there is a peculiar craving for something cool and satisfying, nothing touches the spot like

# JELL-O

It is so deliciously cool, so light, so wholesome, so nutritious, so tempting and good every way, that it satisfies the summer appetite as nothing else can.

There is no other dessert worth serving that can be made without cooking and fuss, and in hot weather no housewife wants to cook and fuss more than is necessary.

Consequently, Jell-O is one of the few articles that sell as well in hot weather as at any other time.

**THE GENESEE PURE FOOD CO.,**  
Le Roy, N. Y.

The name JELL-O is on every package in big red letters. If it isn't there, it isn't JELL-O.

## Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Stores, Dover, N. J.

"Gee, I Wish I Could Do That."—After a very pretty clog dance was finished the other night on the stage the writer listened with some interest to the conversation of two young men that sat near by. One of them said, "Gee, I Wish I Could Do That," and to sum up the gist of their talk they both depreciated their self-imposed lack of talent in a general way.

Now that clog dancer probably couldn't figure the interest at 5½ per cent. on an investment of \$100 for nine months if he'd been offered the entire principal for doing it.

Either of the boys could do it in quicker time than it takes to write six words.

"Wonderful" thinks the dancer and can't you imagine him saying "Gee, I Wish I Could Do That."

The point is that the fellow on the stage made the most of the little talent he had. That's exactly what we ought to do. We occupy the important position of transfer agent between the dealer and consumer. The more thoroughly we are posted in the goods that are to be transferred the more successful the transfer. I believe there is

hardly a limit to a knowledge of the modern food business. Every point you give on the qualification of one article is an impetus to learn more about another.

A line of canned peas was cut the other day. The boys were asked their opinion and every one of them decided that the large peas had the best flavor. The question then was taken up, should the large peas be pushed indiscriminately? Not at all.

It would be shrewd salesmanship to sell these to your "carriage" trade because your "carriage" trade demand an extra sifted American pea or a sun extra Belgium or French. But when you come to deal with the "indispensable middle class" then you can qualify.

"Gee, I Wish I Could Do That," says the bookkeeper.

There isn't one of you that has any desire for efficiency in salesmanship that can't make your serv-

ices almost indispensable. Get the clog dancer's idea and keep at it. Unless you do, believe me, there can't be any reasonable argument for important advancement with a lively concern.

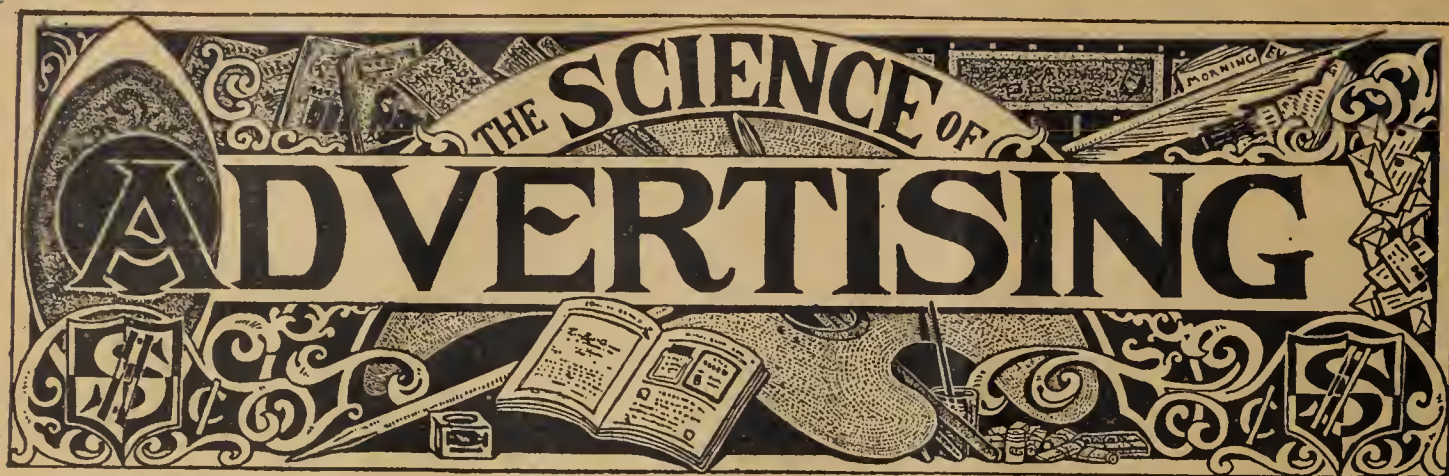
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**Protecting the Berries.**—In spite of the fact that every good housekeeper washes her strawberries after they're stemmed, yet the law of the land now is "keep 'em covered."

No matter about the exposure on the bush nor the exposure on the dock nor on the truck, the final responsibility rests with the grocer. So cover them we must.

Sheets of celluloid can be bought and a frame made to fit the top of the crate. Celluloid is better than glass because if the frame gets slammed or falls off the thing doesn't break, and it's just as transparent as glass anyway, although more expensive.





"Carroll, the serv-us Grocer," Lancaster, Pa., sends in a circular which I judge he recently used. It was printed in black on orange paper and measured 6 x 9 inches. The reduced reproduction is as follows:—

necessary words. For instance, take the second paragraph. Compare the original with the following rewriting:—

An experienced demonstrator will show you the Serv-us Plan, tell you how to save the valuable coupons and let you sample the different Serv-us goods—they are splendid.

## Free Demonstration

We will give a cake of SERV-US COMPLEXION SOAP absolutely FREE to every lady attending this demonstration on Saturday, January 25th.

We will have with us an experienced demonstrator who will explain to you the way of the Serv-us plan, and show you how to save the valuable coupons, and let you sample the different Serv-us goods, so that you will know how good they are.

SERV-US means quality goods at popular prices, and a liberal return to you on every dollars worth that you buy, in the form of valuable premiums.

SHOE PEG CORN, . . . . . 4 cans for 25 c.  
TOMATOES, . . . . . per can, 10 c.

These are large No. 3 cans.

EARLY JUNE PEAS, . . . . . per can, 10 c.

We just received 50 cases.

MIXED VEGETABLES, . . . . . per can, 10 c.

There are seven different kind of vegetables in these cans.

GOLD MEDAL, PILLSBURY and CEROSOTA FLOUR, 40 c.

DAISY, . . . . . 33 c.

SNOWFLAKE, . . . . . 31 c.

RODDA JELLY EGGS, . . . . . per pound, 8 c.

These are the genuine Rodda eggs made in Lancaster.

PRUNES, . . . . . per pound 10 c., or 3 for 25 c.

Fine and Meaty.

CINCINNATI OLEINE SOAP, . . . . . 6 for 25 c.

**CARROLL, the "SERV-US GROCER"**

Shippen and Clay Streets

This heading could have been made more persuasive by making it show that soap was to be given away. "Free Demonstration" means nothing unusual, for all demonstrations that I ever saw were free. "A Cake of Toilet Soap Free" would have meant something unusual, however, and for that reason would undoubtedly have attracted more attention.

\*\*\*

This introduction could have been cut down by eliminating un-

In the original there are forty-five words; in my rewriting there are twenty-eight, yet I am sure that I say everything the original says. The writer of an advertisement ought always to strive to say his say in the fewest possible words, first because the space filled by useless words runs into money, and second because it tires the reader.

\*\*\*

This circular isn't put together very well. A border would have improved it and the names of the

goods should have been set in boldface instead of in capitals of regular body type. So should the prices. The circular looks very tame, typographically, because of the lack of contrast.

\*\*\*

Here is another circular, sent in by Abels & Oelkers, Brooklyn, N. Y. It measured 10 x 14 inches and was printed in black on poor quality white paper. Gentlemen, I should make the printer give me better paper, if I were you. You can't do good, clean printing on paper of this quality, and your circular therefore looks rather poor. Here is the reduced reproduction:

## Big Anniversary Sale at ABELS & OELKERS

340 Quincy St., Telephone 3329 Bedford Cor. Marcy Ave.

Sale Starting Wednesday, March 26th, until Monday, March 31st

5 pounds Granulated Sugar . . . . . 22c, 3 pounds for 14c  
Large bag of Gold Medal Flour . . . . . 67c, 3½ pound bag 11c  
Large can Solid Packed Tomatoes . . . . . 9c can, 3 for 25c  
The Very Best Small Extra Sifted Peas . . . . . 14c, 2 for 27c

Quaker Oats . . . . . 9c pkgs., 3 for 25c	Buffalo Ammonia . . . . . large bottle 8c
A. & O. Oats, very best . . . . . 8c pkgs.	Pure Cider Vinegar . . . . . 8c bottle
Mother's Oats . . . . . 9c pkgs., 3 for 25c	Mazola, the best for cooking . . . . . 19c can
Cook's Flaked Rice . . . . . 12c pkgs.	Pure Saled Oil . . . . . large bottle 17c
D. Very Best Starch . . . . . 4c lb., 3 for 11c	Pure Ponoka Syrup . . . . . 9c and 14c bottle
Pride of the Farm Catsup . . . . . 8c bottle	Heinz's Sweetener Sour Pickles, 9c & 22c bot.
Quaker Hominy . . . . . 8c pkgs.	C. & B. Pickles, imported . . . . . 17c bottle

All kinds of Campbell's Soup . . . . . 9c can, 3 for 25c

No-More-Dust . . . . . 8c can	White Rose Cere . . . . . 12c can
Clean Sweep . . . . . 8c pkgs.	Worfield Cere . . . . . 10c can, 3 for 29c
Old Dutch Cleanser . . . . . 9c, 3 for 25c	White Rose Tomatoes . . . . . 18c can
8 rolls Toilet Paper . . . . . 25c	Tomatoes . . . . . small cgs 7c
Seapine Powder . . . . . 4c pkgs., 3 for 23c	Worfield Small Sifted Peas . . . . . 15c can
Large No. 6 Broom . . . . . 23c	Ceres Sifted . . . . . 13c can
Large No. 7 Broom . . . . . 29c	Heinz's Beans, 20c can . . . . . 17c
Large No. 8 Broom . . . . . 37c	Heinz's Beans, 15c can . . . . . 13c

Large California Prunes . . . . . 9c pound, 3 for 25c

This is set well enough, but when all is said and done, it is merely a price-list, and there is hardly any comment to make on it. I notice some glaring typographical errors—"cooking" for "cooking," for

example. The only way to appraise this circular is to say that if the prices quoted here will appear low to the people that see them, the advertisement should bring results.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

### New Patents and Trade-marks in the Grocery Line.

Messrs. Davis & Davis, Washington Patent Attorneys, report, this week, the grant of the following patents:—

Washington, D. C., April 22, 1913.  
1,059,574. Percolator. G. E. Shatto, Cleveland, Ohio.  
1,059,653. Display apparatus. M. T. Ash, Chicago, Ill.  
1,059,781. Merchandise cabinet. W. A. C. Stephen, Reed, Okla.  
1,059,942. Packaging machine. A. N. Livingston, Alameda, Cal.

### TRADE-MARKS PUBLISHED FOR OPPOSITION.

Ser. No. 65,585. "Metropolitan" for canned goods. J. H. Newbauer & Co., San Francisco, Cal.

Ser. No. 68,349. "Maroon" for blended coffee. J. F. Humphreys & Co., Bloomington, Ill.

Ser. No. 68,446. "Photo play" for sweet chocolate. Runkel Bros., Inc., New York, N. Y.

Ser. No. 61,988. "Just-it" for cookies, cakes and crackers. Holland Cookie Co., Chicago, Ill.





## More Trade From Same Customers

In many a grocery store this department is silently swelling sales, without boosting overhead expense the fraction of a degree.

It adds nothing to rental, nothing to light bills, requires no delivery, and it sells its wares unaided.

There is no place in the country where it will work so hard as in a grocery store, because the goods sell by sight, and in such a store there are more people to see them.

Put this in your store and you steal the thunder of the "syndicate."

A free circular, telling the whole story, will be sent you if you write to our New York house mentioning this journal.

The actual goods and equipment may be seen at our Philadelphia Sample House, 1306 Arch St., Philadelphia

## BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

NEW YORK

CHICAGO

ST. LOUIS

MINNEAPOLIS

DALLAS

SAMPLE { Cincinnati  
HOUSES { Omaha

Cleveland  
Portland

Kansas City  
Philadelphia

Milwaukee  
Seattle





### CCVIX.—Where the Loss Falls When Employees Raise Checks.

The following text for an article on who bears the loss when money is paid out on a forged check, comes from an Iowa hardware merchant:—

"Who is responsible for a fraudulently raised check, if a merchant wrote a check for \$8 and same fell into the hands of a clerk who raised it to \$80 (by adding "y" and using chemicals) and it was cashed by the bank as \$80, and charged to the merchant, the bank being notified at once by merchant on the return of checks at first of month? It is understood that the fact that the check has been raised is *not* disputed, being clearly established by use of a microscope, but could not be discovered by such examination as a bank teller would be expected to give. Would the use or failure to use a device like the protectograph have any bearing on the matter?

It would appear to me that a bank would want to know the identity and responsibility of any one to whom they paid money, so they would have recourse in case of error. Will appreciate information on this subject, and think it would be of general interest.

The principle of law which governs directly or indirectly all cases where a bank pays out the money of a depositor on a forged check is that the bank is in the position of a debtor to its depositors. Its contract with the depositor is to keep his money intact until it receives an order *by him* to pay a certain portion of the deposit out, at which time it naturally becomes the bank's duty to honor the order and pay the amount named in it.

If the bank pays out the money of a depositor upon an order not made or authorized by the depositor himself, in every part, it is obvious that the bank must be responsible, and that the money so paid out cannot be charged to the depositor who never ordered it paid out. A check that is forged in any part, whether as to amount, or signature, or endorsement, is not an order made by the depositor, and the bank that honors it, even innocently, will have to stand the loss. That is, unless the depositor, by

his negligence, has aided the perpetration of the fraud in some way. What that means I will explain in a moment.

Begin with the exact case cited by the correspondent, where a merchant wrote a check for \$8, which was raised by a clerk to \$80, and cashed by the bank as \$80. In this case the bank can only charge the original sum of \$8 against the depositor's account, and the balance of \$72 it must itself lose, unless it can recover it from the person who cashed the check. This is subject to the exception noted earlier, that the fraud was not aided, or the bank deceived into paying the excessive sum, by any negligence on the part of the depositor.

A well-known English case which is often quoted as a leading case, decides this precise question in a very lucid way. In that case the original check was £3, and a clerk had raised it to £200. The bank paid out £200 on it, and sought to charge it to the depositor's account. The following is from the decision:—

The banker or the depositor of the customer's money is bound to pay from time to time such sums as the latter may order. If, unfortunately, he pays money belonging to the customer upon an order which is not genuine he must suffer, and to justify the payment he must show that the order is genuine, not in signature only, but in every respect. This was not a genuine order, for the customer never ordered the payment of the money mentioned in the check.

This is the law practically everywhere, all courts applying the exception I have twice spoken of—that the depositor should be able to show that he was not at fault in any way. What is such negligence on the depositor's part as would warrant the bank in charging a payment made on a forged check to the depositor's account? The courts have not made themselves very clear as to that, and as a matter of

fact they could hardly lay down any hard and fast rule, for each case has its own peculiar facts and must be judged by them. A number of the cases where the question of the depositor's negligence was at stake, speak of the depositor's "deceiving or misleading the bank." If he does this he is guilty of negligence and he and not the bank must bear the loss.

Right on this point, I have always believed, though there is no decision on this point as yet, that the habit some business men have of letting a clerk fill up checks and then signing them, would constitute negligence if the clerk whose duty it was to fill the checks up should fill in a fictitious sum. Some men sign checks to be filled out afterward, and some sign after the filling out, but I believe that in both cases, if the clerk who did the filling in should raise a check and get money on it, the depositor would have to stand the loss, and not the bank, because there would be negligence. The man who signed a blank check and let a clerk fill in the amount afterward, would be negligent because the habit is an exceedingly careless one, and also because he had told the bank, in actions if not in words, that the handwriting in the body of the check was that of an authorized representative.

The man who signs a *filled-out* check for a fictitious amount would also be negligent, because he is supposed to know, when he signs a check, that it is for a correct amount. Also, because he too had led the bank to believe that the clerk's handwriting was authorized.

There is an interesting Pennsylvania case involving a raised check in which a depositor had a rubber stamp facsimile of his signature which he allowed his employee to use for signing checks. A clerk

forged a check with it and cashed it. The bank plead that the depositor was negligent in using a rubber stamp for such a purpose, and must therefore stand the loss. The court decided that the use of a rubber stamp was not necessarily negligence, and made the bank pay the loss, but two judges dissented and I take the liberty of agreeing with them rather than with the majority of the judges who wrote the decision. It seems to me that any man who allows a rubber stamp to be used to sign his checks, and then lets it lie around where anybody can use it, is careless and ought to pay for whatever happens.

Cases where other parts of a check are forged—the signature, or the endorsement—are decided in the same way. If the depositor has not been negligent he cannot be charged with the loss. A Louisiana case puts the thing squarely. A clerk had forged his employer's signature. As soon as the latter found it out he notified the bank. The bank tried to charge the loss to the employer, but the court said the bank would have to stand it:—

We do not discover anything in the conduct of the plaintiff (the depositor) which should in equity throw upon him the loss resulting from the payment to the clerk of a forged check. The clerk does not appear ever to have been trusted by the plaintiff with drawing checks and signing the name of his employer. His employment was that usual with clerks in commercial houses, and we are not prepared to say that under circumstances such as are disclosed in this case the loss ought to fall on the employer.

Nor will the loss fall on the depositor where the endorsement is forged, always provided no negligence can be charged to him.

I do not believe that the mere failure to use patent protective appliances would be negligence.

(Copyright, June, 1913, by Elton J. Buckley.)

Question: H. L., Flushing, L. I. —I would like to ask you for a little information. I sell oleomargarine in my store. Yesterday two inspectors came in my store and found a broken package in the ice box which I use for my own family; we cook and eat in the back of my store; I had the rest of the butterine in a dish in the kitchen. They took the butterine along and left some in a glass jar in my store. They told me I was violating the law by having a broken package in the ice box. I would like to know if the same is so, as I never sold any or offered any for sale unless by the pound package.

They offered to pay me for the butterine they took long, but I did not take any money.



Answer.—If you had the broken package of oleo in your ice box with the intent to sell it, you were violating the law. If you had it in the ice box for your own family use, using the ice box as your home refrigerator, you were not violating the law. The probability is you will have to go before the court and make this defense when your case is called.

Question: V. Hammes & Son, Ossie, Iowa.—Suppose I was a notary public and I would write out my own mortgages for our firm, signing one of them, and acknowledge same mortgages.

Could I do that, being of one account and I being one of the firm? What is the law in the State of Iowa for a notary public, what he can acknowledge and do and what he can't do? Let me know at once.

Answer.—This question is hardly coherent. I assume it means this: You as a member of Hammes & Son, make mortgages. You also as a notary public attest to the signatures on those mortgages. If this assumption is correct, I consider the practice a bad one, although I know of no law to prohibit it. Of course if you were signing the mortgage as mortgagor you ought not to appear before yourself and attest to your own signature. Such a proceeding would be most remarkable, nevertheless it would not be illegal.

NOTE.—Requests for information in this Department should be clearly set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

## MANY GROCERS

find it pays them to read the "good stuff" in

The Advertising World  
Columbus, Ohio

Sample free, or four months' trial for 10 cents

# EXTENSIVE ADVERTISING

MAKES

**Karo**  
(REG. U.S. PAT. OFF.)

EASY  
TO SELL



Every grocer, everywhere, sells KARO because our advertising reaches everywhere and creates demand for it. And everywhere that KARO sells because of our advertising it *keeps on selling* because of its quality, wholesomeness and purity. We have more than tripled its sale by teaching people to use it in cooking and home candy making as well as on the table. KARO is an "all-year-round" seller, there's no falling off, no letting up, a steady stream of sales that turn profits into the grocer's cash register. The way to get *your share* of these profits is to keep KARO well displayed at all times, because we have made the KARO can so well known that it sells on sight.

Besides its many other uses, Karo is widely used for home preserving. It will pay you to speak of this to your customers, because Karo pays you more profit than sugar.

**Corn Products Refining Company**  
**New York**



### WHAT TO TELL CUSTOMERS

"KARO is the biggest selling syrup we handle because it satisfies the greatest number of customers. Let me put a few cans in your order. I'm sure you'll like it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants









This can't happen with



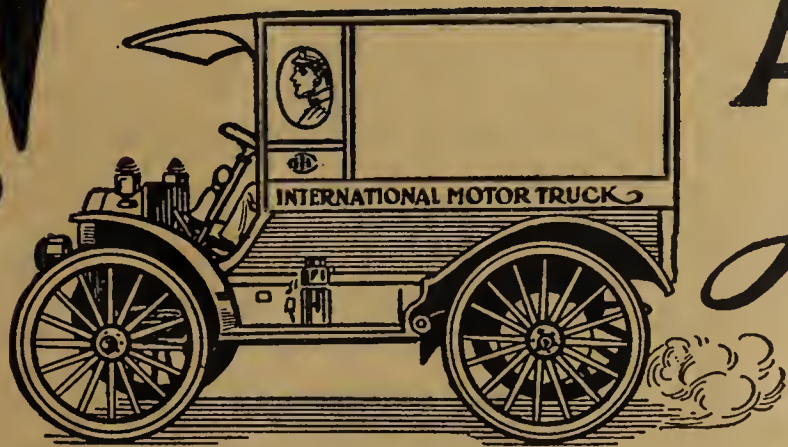
When sugar bags burst it displeases your customers, but *before they get a chance to burst they cost you money*, the twine costs you money, so does the *overweight*. It's a waste of energy to put sugar in bags—you might as well spend your time *canning tomatoes*. Sell *FRANKLIN CARTON SUGAR* and use the time you save to arrange a display of it on your counter. The neat blue cartons sell on sight. *FRANKLIN CARTON SUGARS* include *FRANKLIN GRANULATED*,

*FRANKLIN POWDERED*, *FRANKLIN DESSERT AND TABLE*, *FRANKLIN XXXX CONFECTIONERS'* and *FRANKLIN CUBE SUGAR*; all the fast selling grades, in cartons of convenient size for your customers, packed 24, 48, 60 and 120 lbs. to the container—all for *your* convenience.

## THE FRANKLIN SUGAR REFINING COMPANY PHILADELPHIA, PA.

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"

# Which is the best Advertisement for YOU?



An International Motor Truck running through the better streets with your name on its sides, pleasing your customers by prompt delivery of their purchases, is a good advertisement for you.

How much does it cost to run? No more than a horse and wagon, although it will do more than twice the work. With an International Motor Truck you can deliver to customers who move to other neighborhoods; you can handle the trade of new neighborhoods before they have stores of their own; you can deliver in nearby towns.

The International Motor Truck makes you a merchant instead of a storekeeper. It enlarges your field of operations by enabling you to give better service and increases your income. We have studied the delivery question thoroughly and will gladly give you the benefit of our advice if you will write us.

Let us send you our catalogue and literature. You will find it extremely interesting.

## International Harvester Company of America

(Incorporated)

504 Harvester Building

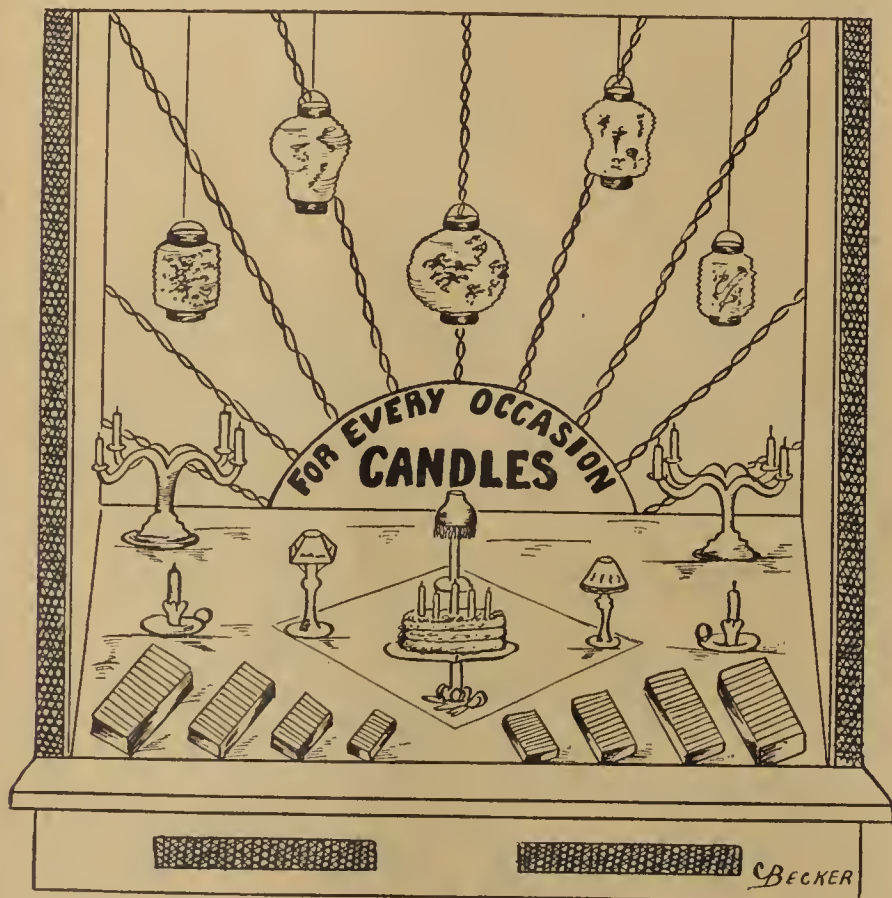
Chicago U S A





### Candle Display.

Make a window display of candles. They are always a good, staple article, but the demand for them is better during the summer, especially during June, the month for weddings, porch and lawn parties. To arrange this trim first suspend some nice Japanese lanterns from the ceiling. Now cover the bottom of the window with red crepe paper. Along the front place boxes of the different sizes and grades of candles; you can make them fake at the bottom and only have one layer of them at the top, if your supply is not large. In the centre

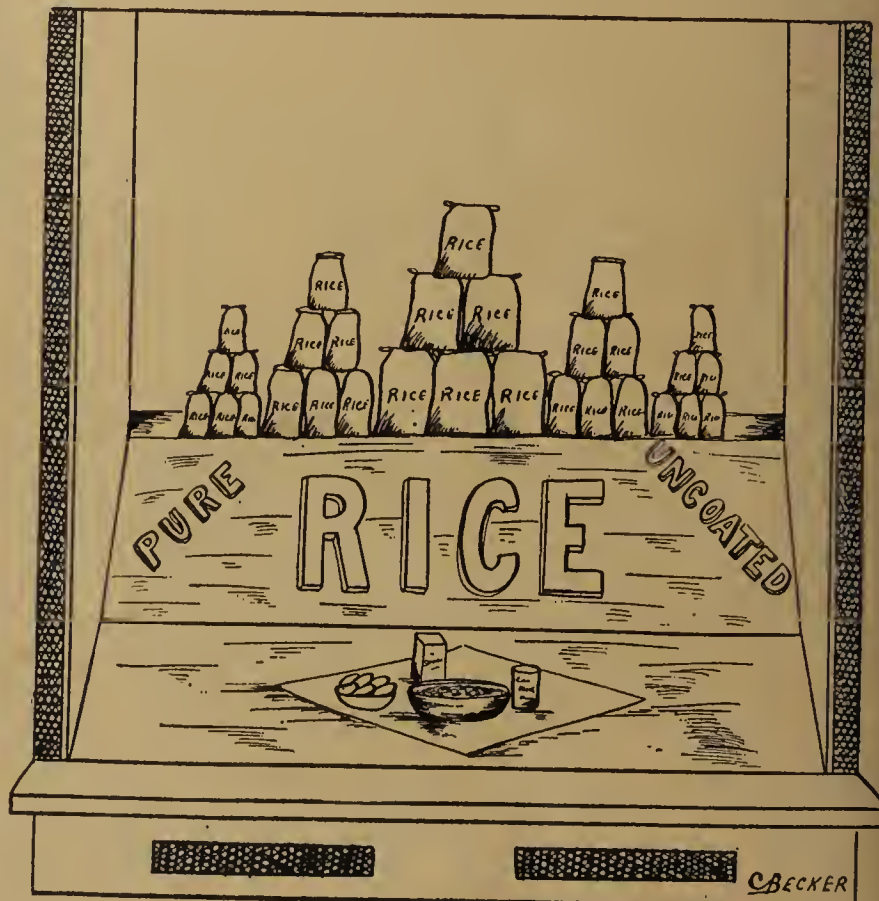


place a linen tray cloth, on which display a birthday cake, which is made in the following manner: Get a small round hat box and trim the sides down till it stands about five inches high. Give it a thick coat of icing and sprinkle with shredded cocoanut. Place some small candles on the top. Place a fancy candlestick at each corner. At each side place a common paraffine candle in a tin holder. At the rear in each corner place a candelabrum. Get a loan of them and the candlestick from a dealer who sells them. At the rear in the centre nail a half circle with a large loop, cover it with yellow crepe paper and paste black letters on it, as in illustration. Cut some of the yellow crepe paper in long strips about three inches wide, tack them at the

top and sides and twist and fasten to the semicircle. Cover the entire rear with the red crepe paper—the yellow shows up very well against it.

### Rice Display.

Make a window display of rice. To arrange, first make a platform across the window at the rear about one foot deep and about eighteen inches high and from the edge of this make a slant of boards to the centre of the window. This done, cover it all with dark blue crepe paper. On the bottom in the centre place a large napkin of linen, on which place a pudding dish filled with rice, some eggs, a box of sugar and a can of evaporated milk, thus suggesting the rice pudding. Cut some heavy pasteboard in long strips about one inch wide and cover them with the blue crepe paper. Bend them to form the letters as illustrated and fasten them to the slant with very strong pins. Use



the pins on the inside of the letter and take great care and get them all even. Fill the letters with loose whole uncoated rice. The white letters on the dark blue paper show up fine. On the platform or board at the top build pyramids of bags different sizes. Use only the uncoated rice for this display.

### Mail Order House Spreading Widely.

Montgomery Ward & Co., the Chicago mail-order house, are about to enter New York, San

Francisco and Portland. Buildings for them are in the course of construction now. They already have a building with sixty-three acres of floor space in Chicago.

The Board of Directors at a recent meeting in New York approved an increase in the capital stock from one-half million to 40 million dollars.

A syndicate of Eastern bankers headed by J. P. Morgan & Co. and the First National Bank of New York are to finance the undertaking.



Published every  
Monday.

# Grocery World

Circulates in every  
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and Canada.

AND

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## Sanatogen Decision Based on Fact That Sale Was Outright and Manufacturer Gave Up Title

Because He Sold Outright to the Jobber, Who in Turn Sold Outright to the Retailer, the Manufacturer Could Not Interfere With the Latter's Price.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

June 4, 1913.

The full text of the Supreme Court's opinion in the Sanatogen case, in which it was held that the manufacturer of a patented proprietary article cannot control the retail price, is now available. It is not a lengthy opinion, and is very clearly written. The real point is that a manufacturer who sells his patented article to the jobber unconditionally and without restrictions, parts completely with the title and cannot follow it any further with restrictions as to what price shall be gotten by the retailer, to whom the *jobber* has sold unconditionally and also parted with the title.

After a detailed discussion as to what a patent right was and what it carried with it, the court spoke as follows as to the question of title:—

It is contended in argument that the notice in this case deals with the use of the invention, because the notice on the package states that the package is licensed "for sale and use at a price not less than \$1," that a purchase is an acceptance of the conditions and that all rights revert to the patentee in event of violation of the restriction. But in view of the facts certified in this case, as to what took place concerning the article in question, it is a perversion of terms to call the transaction in any sense a license to use the invention. The jobber from whom the appellee purchased had previously bought at a price which must be deemed to have been satisfactory, the packages of Sanatogen afterwards sold to the appellee. The patentee had no interest in the proceeds of the subsequent sales, no right to any royalty thereon or to participation in the profits thereof. The packages were sold with as full and complete title as any article could have when sold in the open market, excepting only the attempt to limit the sale or use when sold for not less than \$1. In other words, the title transferred was full and complete with an attempt to reserve the right to fix the price at which subsequent sales could be made. There is no showing of a qualified sale for less than value for limited use with other articles only, as was showed in the Dick case. There was no transfer of a limited right, to use this invention, and to call the sale a license to use is a mere play upon words.

The real question is whether in the exclusive right secured by statute to "vend" a patented article there in included the right by notice, to dictate the price at which subsequent sales of the article may be made. The patentee relies solely upon the notice quoted to control future prices in the resale by a purchaser of an article said to be of great utility and highly desirable for general use. The appellee and the jobbers from whom he purchased were neither the agents nor the licensees of the patentee. They had the title to, and the right to sell the article purchased without accounting for the proceeds to the patentee and without making any further payment than had already been made in the purchase from the agent of the patentee. Upon such facts as are now presented we think the right to vend secured in the patent statute is not distinguishable from the right of vending given in the copyright act. In both instances it was the intention of Congress to secure an exclusive right to sell, and there is no grant of a privilege to keep up prices and prevent competition by notices restricting the price at which the article may be resold. The right to vend conferred by the patent law has been exercised, and the added restriction is beyond the protection and the purpose of the act. This being so, the case is brought within that line of cases in which this court from the beginning has held that a patentee who has parted with a patented machine by passing title to a purchaser has placed the article beyond the limits of the monopoly secured by the patent act.

In *Adams vs. Burke*, 17 Wall. 453. Mr Justice Miller, delivering the opinion of the court, pertinently said (p. 455):—

"The vast pecuniary results involved in such cases, as well as the public interest, admonish us to proceed with care, and to decide in each case no more than what is directly an issue. \* \* \*

"The ground on which these decisions rest is that the sale by a person who has the full right to make, sell and use such a machine carries with it the right to the use of that machine to the full extent to which it can be used in point of time.

"The right to manufacture, the right to sell and the right to use are each substantive rights, and may be granted or conferred separately by the patentee.

"But in the essential nature of things, when the patentee, or the person having his rights, sells a machine or instrument whose sole value is in its use, he receives the consideration for its use and he parts with the right to restrict that use. The article, in the language of the court, passes without the limit of the monopoly. That is to say, the patentee or his assignee having in the act of sale received all the royalty or consideration which he claims for the use of his invention in that particular machine or instrument, it is open to the use of the

purchaser without further restriction on account of the monopoly of the patentees."

*Bloomer vs. McQueen*, supra; *Goodyear vs. Beverly Rubber Co.*, 1 Cliff, 348, 354, 10 Fed. cases, 638; *Chaffee vs. Boston Belting Co.*, 22 How. 217, 223; *Keeler vs. Standard Folding Bed Co.*, 157 U. S. 659.

Holding these views, the question propounded by the Court of Appeals will be answered in the negative, and it is so ordered.

It is the general thought here that this is one of the clearest opinions which the court has ever handed down, and that it settles forever the question of a manufacturer's right to sell his goods outright and then interfere with the buyer's control over them.

The notice on the box of Sanatogen which the manufacturer relied on to compel the retailer to hold the price was as follows:—

### NOTICE TO THE RETAILER.

This size package of Sanatogen is licensed by us for sale and use at a price not less than \$1. Any sale in violation of this condition, or use when so sold, will constitute an infringement of our patent No. 601,995, under which Sanatogen is manufactured, and all persons so selling or using packages or contents will be liable to injunction and damages.

A purchase is an acceptance of this condition. All rights revert to the undersigned in the event of violation.

THE BAUER CHEMICAL CO.

HOLT.

## Food Commissioner Gives Fearful Blast at Condensed Chicken Soup

Has His Chemist Examine Eight Best Known Brands and Finds that They Consist Mostly of Boiled Rice. All Had Beef and Chicken Substitute, But Best Known Brand Contained Only 2.2 Per Cent. of Total Meat Fibre and Most of That Was Beef. Chicken With an Abscess on It.

Commissioner E. F. Ladd, of North Dakota, has sent this journal a report of a most unique investigation into the character, strength and purity of canned chicken soup; a virgin field, practically, for other Dairy and Food Commissioners seemed to have assumed that soups, because of their conglomerate character, were in conformity with the food law.

Commissioner Ladd heads his report "What Is Chicken Soup," and starts with the following summary of what his chemist found:—

Aside from the water, boiled rice seems to be the chief ingredient. Instead of there being from 40 to 60 per cent. of chicken, there is less than 10 per cent. of fiber or meat extract, and 30 per cent. of boiled rice. The question may then be asked: Are these products correctly labeled when they are called "Concentrated" or "Condensed Chicken Soup"? Inasmuch as they contain at least two principal constituents, should they not be labeled under both the State and National law in accordance with the facts? When extract of beef or beef fat or butter or cotton-seed oil are used, as has been found in samples examined, can it be said that they are truthfully labeled when they are called "Condensed Soups"; and do those who purchase such soups in reality receive the class of products they are entitled to or suppose they are receiving when the same are brought upon the market. The department holds that the labeling now in general use renders these products illegal under the provisions of the North Dakota State law.

Some of the products reported upon might be labeled "Rice Soup, Chicken Flavor," and reasonably

comply with the spirit of our food laws.

The average of eight different leading brands of condensed chicken soup, examined by a chemist, he found to be as follows:—

Boiled rice .....	27.18 per cent.
Meat extract .....	3.54 per cent.
Meat fibre .....	8.1 per cent.
Salt .....	2.05 per cent.
Water .....	59.13 per cent.

The chemist, in a supplemental report, says that the manufacturers are not only substituting rice for chicken, "but are substituting part beef extract and beef itself for chicken extract and chicken fibre.

A most interesting report on the best known brands of condensed chicken soup is included. Named in the list are brands selling all over the United States. One of the most prominent contained only 3 per cent. of meat fibre; 47.9 per cent. was boiled rice and other foreign ingredients, and 48.3 per cent. was liquid. Another well known brand contained 15.2 per cent. of meat fibre and still another contained 90.3 per cent. of rice and other substitutes for chicken meat. The greatest surprise was a brand which has always been considered the highest grade sold in the United States; it contained only 2.2 per cent. of meat fibre! 83.9 per cent. was liquid and 13.9 per cent. rice and similar ingredients. The best brand was that containing 15.2 per



of meat fibre. Even in this chemist found that half the fats present were beef instead of chicken. In the supposedly high quality brand, containing, however, 2.2 per cent. of meat fibre, there was an equal amount of cottonseed oil and beef fat, and only a very small quantity of chicken fat. Every brand examined had beef added to it. Out of eight brands examined, the proportions of chicken and beef appeared as follows: Sample No. 1, 12.47 per cent. of chicken and 7.49 per cent. of beef; No. 2, 28.59 per cent. of chicken and 14.21 per cent. of beef; No. 3, 5.95 per cent. of chicken and 7 per cent. of beef; No. 4, 22.21 per cent. of chicken; 30.73 per cent. of beef; No. 5, 6.30 per cent. of chicken, 1.49 per cent. of beef; No. 6, 4.28 per cent. of chicken, 4.86 per cent. of beef; No. 7, 14.38 per cent. of chicken, 21.11 per cent. of beef; No. 8, 12.17 per cent. of chicken, 4.98 per cent. of beef. In the brand showing the largest percentage of meat fibre, some chicken meat with an abscess on it was found.

The following conclusions are drawn:—

1. The majority of the condensed chicken soups analyzed were found to contain an excess of boiled rice, the approximate average being 1.18 per cent. and the range 0.92 per cent. to 32.0 per cent.

2. The meat fiber detected ranged from approximately 2.2 per cent. to 32.2 per cent., the average being 11 per cent.

3. The average per cent. of salt was found to be 2.05 per cent., the range from 0.92 per cent. to 2.83 per cent. The other flavoring materials used were a very minute amount of pepper and parsley, with one exception, where a minute amount of celery was detected.

4. The meat extract averages 5.54 per cent., the range being from 3.30 per cent. to 5.18 per cent.

5. The per cent. of water not attributed to boiled rice, meat extract, salt and flavor in the condensed soup averaged 59.13 per cent., the range from 54.76 per cent. to 83.15 per cent. The total per cent. of water by drying oven at 100°C averaged 87.44 per cent., range from 81.46 to 94.07 per cent.

6. The condensed chicken soups as found on the market cannot be considered as nutritious articles of food. The average food values in calories per pound was 210.5.

7. From this data and a more detailed examination of the fat due to meat, etc., and the microscopic structure of the blood corpuscles, it was found that in all probability the condensed chicken soup was nothing more, as regards meat, but a bouillon or beef soup stock, flavored with dice-like pieces of chicken fiber. The excess of rice used was for no other means than to disguise the absence of more chicken meat and extract; and the beef extract or beef bouillon added was a cheaper means of preparing the meat bases.



## This handsomely colored Window Display will bring you a bigger Bean Business than you've ever had

The **Armour Girl** in her canoe suggests the pleasure of Summer outings, with the right lunch in handy form, and makes this a great Summer display. Write us for this display at once and get it into your window so your customers will know you sell **Veribest Pork and Beans**. This is sure to bring you sales that will keep up, because **Veribest Pork and Beans** have a nutty flavor and delicate tenderness which can only be secured by the **Armour** process. Each can contains a piece of selected pork, adding just the right zest to the beans.

### VERIBEST CANNED MEATS

The sale of **Veribest Pork and Beans** leads to increased sales of **Veribest Meats**, delicious **Veal Loaf, Brisket Beef, Luncheon Beef, Vienna Sausage** and **Corned Beef Hash** that will please your customers by their flavor, tenderness and convenience.

We help you to get the benefit of our extensive National advertising. Send for our Window Displays, Store Cards, Display Racks and Store Decorations, and show your customers you carry a full line of **Armour Pure Food Products**.

**Special Offer to Grocers** We have a special proposition for you. We will pay you to work for us to increase your sales. This is co-operation that means extra dollars for you. Write us at once for full details.

**ARMOUR AND COMPANY**  
CHICAGO



### WHAT TO TELL CUSTOMERS

"Try **VERIBEST BEANS**. Notice their fine flavor and tenderness. I know you'll say they're the best you ever tasted."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## The New York Letter

**Jobbers Visit National Convention. Debating Restrictions on Retail Grocer. New Net Weight Law Goes Into Effect. Commission Men Coming in for Licenses. Comment on Sanatogen Decision. Market Summary.**

Special Correspondence of "Grocery World and General Merchant."

New York, June 4, 1913.

A large part of the wholesale grocery trade of this city is away this week in attendance at the annual meeting of the National Wholesale Grocers' Association in Atlantic City. The reports of the proceedings of the convention will be read with attention by all factors in the trade and interest is displayed by retailers as well as manufacturers and wholesalers in the attitude taken on various questions now of special importance.

In recent discussions at the meetings of retailers' associations there have been some pointed suggestions as to the attitude the retailers should take in respect to various new laws and regulations.

Complaints have been made by some members as to the supposed advantages given to peddlers and hucksters. The grocers are required under the law to keep their berries and other fresh fruits and also green vegetables inside the store or under protective covers in order to protect the food from dust and insects, but the hucksters carry their supplies in open wagons and the boys and men who accompany the wagons hawk the stuff about the sidewalks and from door to door without any sanitary precautions. Quite often the hucksters and their assistants are smoking or chewing tobacco, expectorating from time to time, and altogether they are notably careless in the handling of the supplies which they sell.

While this is a subject of complaint, yet it is pointed out to the grocers by some of the older and shrewder men that the circumstances should be used to give the grocers a great advantage. The grocers are advised to do everything in their power to educate their customers and the public to an appreciation of the sanitary precautions taken in the handling of fruits and vegetables in the stores. Let the public see how clean and attractive are the displays of fruits and green vegetables in the stores

and people will not be so likely to buy from unclean looking peddlers whose methods of handling food are repulsive.

The more attractive are the displays in the stores the greater will be the contrast with the methods of the hucksters.

In some instances grocers have not readily complied with the regulations on this subject and for this reason have had trouble with the city authorities. Instead of being forced to comply with the rules, these grocers are advised to do so readily and gladly and to make capital of their enterprise in so doing by making their customers see the difference between fruits and vegetables cared for in their stores and those that are peddled through the dusty streets.

Another complaint is to be pressed, however, by bringing it before the police. This is the complaint that the hucksters employ boys under the age at which the law allows the boys to work. The grocers are prevented from employing boys under age, even their own sons, but the authorities seem to overlook the breaking of the law in this respect by the hucksters. It is believed that the authorities will put an end to this employment of young boys by the hucksters as soon as the subject is properly presented to the city departments.

The grocers are trying to get the cash register companies to devise a convenient machine with which the grocers may supply duplicate sales slips with purchases, as required by the new net weight law. When a grocer or his clerk is rushed the preparation of the sales slips and duplicates takes time and it is believed that an improved system of doing this work will soon be devised.

This regulation calling for duplicate sales slips has also been regarded as a burdensome requirement by many of the grocers, but it is suggested that this also may be turned to advantage. The grocer may use the system as proof of the fact that when people buy in a grocery store they know just what

they are getting, what weight, and the price properly computed, while there is no such assurance in buying from irresponsible peddlers.

\*\*\*

The new net weight State law went into effect this week. It provides that the net weight of all food sold in packages must be plainly marked on the outside. It will take some time for the full effects of the new statute to be made apparent, as the authorities charged with the enforcement of the law will be called upon to decide various questions that will arise, especially as to the detailed regulations which the State Bureau of Weights and Measures has announced.

Food manufacturers and others are to have a hearing on the new Federal net weight law before the Department of Agriculture drafts the detailed regulations for the enforcement of the law. The hear-

ings will be given by the department in this city during the next week, beginning Monday, June 9th. The rooms of the Secretary of the Treasury in the Custom House will be used for the hearing.

The manufacturers are invited to present their views at this time and they are also requested to submit written briefs embodying their opinions.

\*\*\*

The State Commissioner of Agriculture, in response to inquiries, has notified the fruit and produce commission merchants of what they will be expected to do in order to comply with the new license law. Blanks are now ready on which the merchants may file their applications for licenses and also make out the necessary bonds.

The applications may be made at any time prior to August 1st after which date it shall be unlawful

(Continued on page 15.)

## Master Butcher Says Retailers Are Making No Money in Spite of High Meat Prices

**Cuts Up a Steer, a Calf and a Lamb and Figures Them Up at Current Retail Prices. Not Enough Gross Profit to Pay Expenses of Doing Business.**

In proof that retail meat dealers as a class are making no money in spite of the very high meat prices, the average weight of a dressed steer used for city trade is 600 pounds. The average price of such a steer to the retail butcher is 13½ cents per pound, making the total wholesale cost \$81. It is cut up and sold at retail in this way:—

Lbs.	Ozs.	Cuts.	At cents per lb.	Price.
40	8	Sirloin steak	24	\$9 72
34	8	Porterhouse	28	9 66
26	12	Top sirloin	19	5 00
26	..	Round steak	25	6 50
23	..	Bottom round	20	4 60
20	..	Rump	14	2 80
9	..	Flank	16	1 44
9	..	Leg beef	15	1 35
7	..	Horse shoe	16	1 12
4	..	Flank steak	18	72
16	4	Chuck rib	15	2 45
15	4	Plate rib	18	2 75
29	..	Prime rib	20	5 80
43	..	Chuck steak	18	7 74
27	4	Cross rib	18	4 91
11	12	Shoulder beef	18	2 12
6	12	Shin beef	15	1 02
40	..	Soup chuck	16	6 40
37	..	Breast beef	12	4 44
54	..	Plate and navels	9	4 86
2	..	Beef kidneys	16	32
18	..	Beef suet	5	90
60	..	Shop fat	2½	1 65
40	..	Bones, given away	..	..
596	64 oz. = 4 lbs.			\$88 36
4		Cost		81 00
600		Profit		\$7 36

The average weight of a dressed calf for the city trade is 100 pounds and the average wholesale price is 17 cents per pound, making the

total cash cost to the retailer \$17. As cut up and retailed the showing is:—

Lbs.	Ozs.	Cuts.	At cents per lb.	Price.
14	..	Veal cutlet	28	\$3 92
6	..	Bones	..	..
6	..	Boneless veal	20	1 20
11	8	Rump	20	2 30
16	8	Shoulder	16	2 64
10	8	Breast	16	1 68
9	4	Rib chops	24	2 22
8	..	Loin chops	24	1 92
8	..	Neck	14	1 12
9	8	Skin	26	2 34
..	12	Shrinkage	..	..
97	48 oz. = 3 lbs.			\$19 34
3		Cost		17 00
100		Profit		\$2 34

The average weight of a dressed lamb for the city trade is 40 pounds and the average current wholesale price is 17 cents, making the total cash cost to the retailer \$6.80. As cut up and sold the results are:—

Lbs.	Ozs.	Cuts.	At cents per lb.	Price.
12	12	Legs	20	\$2 55
12	..	Chucks	14	1 68
4	4	Rib chops	25	1 07
3	12	Loin chops	30	1 13
1	12	Breast	12	21
3	8	Haslets (each)	15	15
..	12	Set sticks	..	..
1	4	Waste	..	..
36	64 oz. = 4 lbs.			\$6 79
4		Cost		6 80
40		Loss		\$0 01

The foregoing tables and figures show only two items, the actual cash cost of the dressed meat animals and the actual cash receipts for same to the retailer. They do



touch the cost of conducting the business, including rents, wages for delivery, lights and other essentials to operation. It is pointed out by retailers that various investigations at various times have conclusively shown that the minimum actual expense of carrying on any general retail business is 17 per cent. of the wholesale cost, and only two or three such investigations have shown it to be less than 20 per cent.; but accepting the minimum as applying to them, it is evident that the retailer must be getting money.

For illustration, the wholesale cost of a 600-pound steer has already been shown to be \$81. The retail cash returns are \$88.36, showing a cash profit of \$7.36. But there must be figured into this calculation the operating expenses of 13 per cent. of the wholesale cost, which amounts to \$13.77. This balances the cash profit and shows a net loss to the retailer of \$4.11 on the transaction.

Tabulated on this basis the ultimate outcome to retail butchers in distributing the meat animals by this method is shown to be:—

Cost of 600-lb. steer .....	\$81 00
Cost of distribution .....	13 77
Receipts at retail .....	\$94 77
Loss .....	88 36
Cost of 100-lb. calf .....	\$6 41
Cost of distribution .....	\$17 00
Receipts at retail .....	2 89
Loss .....	\$19 89
Cost of 40-lb. lamb .....	19 34
Cost of distribution .....	\$0 55
Receipts at retail .....	\$6 80
Loss .....	1 15
Cost of 40-lb. lamb .....	\$7 95
Cost of distribution .....	6 79
Receipts at retail .....	\$1 16

These figures, and the problem which they represent, will be the basis of extended discussion at the late convention of the United Master Butchers, which will try to find some way of adjusting business to meet conditions. The volume of city meat trade in New York, and in probably other large cities, is far less than it was a comparatively short time ago, and is now decreasing. An illustration of this fact is that a local slaughtering and packing concern that formerly sent out 60 wagon loads of dressed meats daily now accounts for a fair business to distribute 20 loads; but this cannot be taken to mean that the volume of local trade as a whole has shown such a decrease.

PHILIP STORMINGER,  
President Bronx Master Butchers' Association.  
New York, June 3, 1913.



Every cake a full pound—16 honest ounces of hard, white, pure soap

Wherever PEARL BORAX SOAP has been introduced women have decided that it's "big moneysworth."

They like it because every cake is a full pound, and because it will thoroughly cleanse anything from a lace curtain to a blanket without injury to hands or clothes. Grocers like to sell Pearl Borax Soap because it *pleases customers* and *sells steadily*. Tell your customers that we give high-grade gifts in exchange for our wrappers, and get the money they've been spending for mail order soaps. They'll like our soap, and you'll like the increased sales and additional profits.

CHAS. W. YOUNG & CO.

Makers of Soaps of Merit

PHILADELPHIA

ESTABLISHED 1877



WHAT TO TELL CUSTOMERS

"PEARL BORAX SOAP costs more per bar but less per pound than other soaps. It's really economical, because it's such good, big value for the money. It will wash anything from a lace curtain to a blanket, and you get fine gifts in exchange for the wrappers."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



# WITH THE EDITOR

An amazing piece of news comes from Washington, based on the contention that

## An Amazing Proposal.

the Tobacco Trust, since the recent "dissolution" decree obtained by the United States Government, has been even a greater menace to independent dealers than it was before. How to remedy this is under consideration by the Attorney-General's department, and his supposed views are thus set forth in last Wednesday's Philadelphia "Record":—

Attorney-General McReynolds has had the matter under consideration for some time and has hit upon a plan for quick and drastic action. He plans to ask the Finance Committee of the Senate to amend the tariff bill so as to levy a graduated internal revenue tax on the production of tobacco manufacturers, this tax to increase with the increased output of the factories, to the end that the independent tobacco manufacturers may be able to compete with the larger factories which formerly were part of the trust.

If this is correctly interpreted, it aims to put a small tax on the small tobacco manufacturer, and a tax so much larger on the large manufacturer that he will not get large enough to annoy the small manufacturer! What a preposterous and revolutionary doctrine! What can we be thinking of when such a suggestion is seriously put forward by the chief law officer of the United States Government! The "Grocery World and General Merchant" has no particular use for the Tobacco Trust, for some of its competitive methods have reeked with dishonesty. It should be gotten at, but not by any plan that violates every principle of fair play and Americanism. Hitherto in this country a man who was able to expand his business beyond that of his fellows has always been permitted to enjoy the fruits of his success. Naturally he had to pay a larger share of the expenses of Government than the small man, but neither he nor any one else has ever objected to that. What is now proposed is quite different. It is to tax the large man for being large—to tax him so that the small man can better compete with him, either because the large man's then unequal burden will wipe out

the advantage of size, or because the tax will oppress to such an extent that it will make the large man small again.

There is very little to misunderstand in the United States Supreme

## One Point Still Undecided.

Court's decision in the Sanatogen case, which holds with great clearness that the manufacturer of a patented proprietary article cannot sell it outright to a jobber, and subsequently dictate the resale price to the retailer to whom that jobber sells, also outright. A portion of the decision is published in another column.

One question remains unsettled by the decision: What is the manufacturer's right to fix the price at which a *jobber*—the manufacturer's own customer—shall resell? This is really a commoner method than the one which the court has now destroyed. The Kellogg Co. uses it and an attack upon it constitutes a part of the Government's case against that company. Other manufacturers use it as well, holding the jobber strictly to the condition that he will not cut the price. If he does cut the price, he is at once cut off.

Of course nobody can ever interfere with a manufacturer's right to drop a jobber who cuts the price or does anything else objectionable, but is it a legal contract, and can it be enforced? If it is legal, an action will lie for its violation.

This journal several months ago expressed the opinion, and expresses it again now, that that part of the Kellogg method of selling its goods is legal and binding and can be enforced. A, a manufacturer, says to B, a jobber: "I do not have to sell my goods to you, and I will do so only on the condition that you resell them at a price that I have fixed." B accepts the condition, gets the goods, and immediately cuts the price. He has violated a provision of the sale which was as important and vital as the provision that B should pay A for what goods he got. The writer does not consider it possible that any court could ever decide

otherwise. The agreement was made by two persons in direct contract relations, and is as strong and good as to the resale provision, as it is at any other point.

Nevertheless it is well to note that the United States Government has taken the position that even this is illegal. The discussion and settlement of the point will be of tremendous interest.

There is much reason to believe that the new Pennsylvania cold storage law,

## Is the New Cold Storage Law Unconstitutional?

whose text was recently reproduced in these columns, is at least in part unconstitutional. It can be confidently assumed, however, that whatever court is appealed to to declare it unconstitutional, will avoid it if humanly possible, for it is a good law and will be considered in the public interest.

Section 13 of the law provides that "it shall be the duty of the Dairy and Food Commissioner to cause to be made a careful inspection of all cold storage foods." Later in the same section the Commissioner's duty is again described as "such inspection," and at the close he is given the power to enter cold storage warehouses and "inspect" the contents.

The Constitution of Pennsylvania, Article III, Section 27, provides that "no State office shall be continued or created for the inspection or measuring of any merchandise, manufacture or commodity; but any county or municipality may appoint such officers when authorized by law." Upon its face the cold storage law violates the above provision, for it creates or continues what the Constitution says shall not exist, viz., State offices for the inspection of merchandise. The Attorney-General of the State pointed out this danger to the Governor before he signed the act, and the latter made an unsuccessful effort to have the inspection part amended out of it. To the uningenious mind, the situation would appear to be clear—I, the State Constitution forbids the creation of State offices for the inspection of merchandise;

2, this law provides that the Dairy and Food Commissioner, a State officer, shall inspect merchandise; therefore it would appear to be unconstitutional. We shall see what the courts will say on the subject because it is quite likely that they will be appealed to. If so, it should be done by the cold storage interests, not by any retailer or retailer interest.

In a recent issue this journal made some comment upon the apparent sluggish

## "Not One Grocer Spoke to Me."

ness of merchant as a class in the face of pending legislation which is either annoying or dangerous to them as compared with the alertness of politicians facing the same prospect. Additional evidence of the justice of that comment is at hand in the closing sentence of the speech of Senator Gerberich, of Lebanon County, in defense of the proposed new food bill. The bill, incidentally, was defeated immediately after the Senator sat down.

A portion of the speech appears in this week's Harrisburg letter. The food bill which was its subject has been pending for several weeks. For several reasons it was less desirable to the retail trade than the present food bill, and the organized retail interests of the State showed that they realized that by sending their officers to Harrisburg to appear against it. Yet Senator Gerberich ended his speech for the bill with these words:—

There was not one grocery man in my district who came to me and objected to the bill; not one.

Some of the strongest factors in association work and in the Pennsylvania Retail Merchants' Association are in Lebanon, Senator Gerberich's district. The writer wonders how they can possibly expect to get from the Legislature what they do not ask for.

Tomatoes are still coming only from Florida; the best stock brings \$2.25 per crate. Hothouse fruit averages 12 cents per pound.



# The Sort of Trade You Want is Now Demanding Goods Which Carry **Hamilton Coupons**

It Pays any Dealer to Handle the  
Popular Brands Which Feature Them

They are Nationally Known  
and Every Case Carries an  
Extra Reward for the Dealer

It is simply a question of Supplying Demand—the well directed advertising campaign has created a steadily increasing demand for **Hamilton Coupon Goods**. This means Easy Sales for every Retailer who carries them.

Every manufacturer who is packing **Hamilton Coupons** with his product is not only promoting the sale of his own goods but those of every other manufacturer who packs **Hamilton Coupons**. This enormous selling force is aiding every Dealer who carries **Hamilton Coupon Goods**. Here is a partial list of the Brands:

Swift's Pride Soap, Cleanser and Washing Powder  
Swift's Borax, White Laundry and Naptha Soap  
Runkel's Cocoa and Chocolate  
Argo Starch, Ivory Starch  
Electro Silicon Silver Polish  
Sealpackerchief Handkerchiefs  
Union Leader Smoking Tobacco  
Clicquot Club Ginger Ale, etc.  
"Readymaid" Soups (Franco-American)  
Mapl Flakes, Mapl Corn Flakes  
Baker's "Premium" Coconut  
Major's Cement, Rubber Cement, Leather Cement  
Gorton's Fish Specialties

Burnham's "Jellycon"  
"Salvation" Matches  
Borsum's "Putz Liquid" Metal Polish  
My Wife's Salad Dressing  
"Fluffy Ruffles" Starch  
"Crescent" Toilet Paper, "Bob White" Toilet Paper  
"Tiger" W. P. Varnish, etc.  
Palmer's "Skin-Success" Soap, "Skin-Success" Ointment, etc.  
West "Electric" Hair Curlers  
West Flat Hooks and Eyes  
"Uncle Jerry" Pancake Flour, etc.  
Tinol Solder

White Cross Foot Powder, Talcum Powder  
Peter Cooper Gelatine  
Dayton's Keystone Self-Raising Wheat Flour, etc.  
Glo-Zo Washing Tablet, Starching Gloss, Laundry Wax  
Hudson's "Butterfly" Brand Condensed Milk  
Powerine Washing Powder, Pine Tar Pumis Soap, Sweet Alice Toilet Soap  
Buffalo Ammonia  
Persil Oxygen Washing Compound  
Mizpah Spearmint Gum, etc.  
Dust Bright Dust Clothes, Chemical Mop  
Brandun Hosiery

## **Hamilton Retailers' Coupons**

Every case of **Hamilton Coupon Goods** carries a **Hamilton Retailers' Coupon** for the Dealer. These Coupons are **Net Profit to You**.

Write for detailed information, a complete List of Goods which carry **Hamilton Coupons** and Twenty-five (25) Complimentary Coupons to start your collection.

# **The Hamilton Corporation**

*Guaranteed Resources, \$1,000,000*

2 W. 45th Street

::

New York City



# You Can Sell the Best Thing in its Class 2-for-25

We offer the **Borgen Special** as Norwegian Sardines de luxe.

They are tiny, tender, fancy selected fish, the finest caught and packed in Norway. They go in the nicest grade of absolutely pure olive oil, and the tins are wrapped and gold-labeled. Delicately smoked, as only the Norwegian packers can do it, and a guaranteed count of 20-24 fish to the can.

The **Borgen Special** Sardines retail at 15 cts., perhaps two tins for a quarter. The grocer who wants the best thing of its class, that he can retail at a moderate price, will find it in **Borgen Special**.

**American Sardine Company**  
EASTPORT, MAINE

## National Wholesale Grocers' Association Meets at Atlantic City

**Attendance Reaches Three Hundred Delegates and Meeting Interesting and Fruitful. Many Reports from Trade Committees. Co-operation Among All Classes the Chief Theme. Dr. Alsberg's Address Promises Vigorous Food Law Enforcement.**

Special Correspondence of "Grocery World and General Merchant."

Atlantic City, N. J.,

June 6, 1913.

The seventh annual convention of the National Wholesale Grocers' Association opened at this city on Wednesday last with an attendance of about 300. This was regarded as only a fair attendance, as the total membership in forty-three States is 900 members.

The headquarters of the convention was the Marlborough-Blenheim Hotel.

The opening hour, 10.30 A. M., found the president, Geo. E. Lichty, of Waterloo, Iowa, in the chair and he called the convention to order. The usual preliminaries were gone through with by a local clergyman, the official address of welcome being delivered by the Mayor of the city, William Riddle. The Mayor said something which aroused the interest of his auditors, namely, he always aimed to buy the thing that was not advertised rather than the thing that was. This, he said, because the goods that are advertised he had found were those which cost the consumer the most.

The official response on the part of the association was made by O. J. Moore, who talked pleasantly about many things.

The president then appointed the following committees:—

Resolutions—A. M. Wilson, of Hartford, Conn., chairman; Robert J. Roulston, Chicago; D. C. Shawe, Pittsburg; D. T. Ackerly, New York; J. W. Bragdon, Minneapolis; Charles Hatfield, Denver; B. B. Cushman, Detroit; O. J. Moore, Sioux City, Iowa; C. T. Wilson, Buffalo.

Credentials—D. H. Crocker, Wilkes-Barre, Pa.; O. B. Rowe, Oneonta, N. Y.; W. C. Marshall, Shreveport, La.; Chas. Feilbach, Toledo; E. L. Adams, Atlanta, Ga.; Geo. Laninger, San Francisco; Chas. McLaughlin, Portland, Me.

Press—Howard Humphreys, Bloomington, Ill.; W. C. McConaughy, Parkersburg, W. Va.; A. M. Shott, Pittsburg; A. M. Nally, Austin, Texas; D. T. Ackerly, New York; Harry K. Huntson, Stillwater, Minn.; W. O. Moore, Indianapolis.

Programme—George B. Wason, Boston; Fred. R. Drake, Easton,

Pa.; E. M. Ridenour, Kansas City.

Auditing—J. E. Moroe, Atchison, Kan.; C. E. Hanscomb, Boston; T. F. Branham, Eau Claire, Wis.

Arrangements—R. E. Hills, Delaware, Ohio; Warren Goddard, St. Louis; Mr. Klauber, of Klauber, Wangenheimer, San Diego, Cal.; Butler Reeves, Philadelphia.

Messages of greeting were read from Vice-President P. C. Brescher, of California, who is at present in Germany, and also from the National Wholesale Grocers' Association of Germany, which was in session at the same time.

It was decided to make up the nominating committee by appointing one member from each State.

In the afternoon President Lichty delivered his annual address. Its chief theme was the need of co-operative effort among the organizations in different lines. He also discussed the work of the organization during the year, particularly along legislative lines. He congratulated the Association upon the passage of the Federal net weight and measure law, and also on the passage of net weight laws in the various States. The work of the various committees of the organization was also discussed.

After Mr. Lichty's address, Fred. Mason, the well-known vice-president and general manager of the Shredded Wheat Co., was called upon, and being personally known to every man present, was enthusiastically received. Mr. Mason said he did not share in the belief that some people held that the day of the middleman was passing and said that in his judgment the need of the jobber was becoming every day more manifest. He cited the case of the Shredded Wheat Co. to prove this, showing what it would mean if that company dealt direct with retail grocers instead of distributing through jobbers.

Other manufacturers and manufacturers' representatives who were present and spoke briefly were George Nowland, of Fels & Co., Philadelphia; J. E. Linihan, of the United Cereal Mills Co., of Chi-

cago, and Geo. H. Carter, of D. & L. Slade, Boston.

The five vice-presidents next made their reports with the exception of that of the second vice president, Mr. Brescher, and that of the third vice-president, Robert G. Bursk, of Philadelphia, who was absent through illness. A very brief report was made by fourth vice-president, R. J. Rouston, of Chicago.

First Vice-President W. C. McConaughy's report was delivered first. He discussed the reason for the jobber's existence and also the aims of the association. He said that it was a serious mistake on the part of jobbers to give away all or any portion of the profits which the manufacturer provided for him.

Report of the treasurer, Andrew H. Wellington, of New York, was well received. It showed that the balance on hand at the opening of the year was \$11,268.54; receipts from dues, \$49,059.21; and from interest, \$678.83, a total of receipts of \$61,006.58. Expenditures were \$41,138.80, leaving a balance on hand of \$19,871.78. Mr. Wellington also talked about the campaign against the middleman and denied that the day of the jobber was passing.

Secretary Alfred H. Beckman also made his annual report, claiming that the association had had one of the most successful and influential years in its history. He claimed that the passage of the Gould net weight and drug law was the achievement of the association and that close attention had also been paid to the proceedings of legislatures in forty-three States. It appeared from Mr. Beckman's report that there were exactly 85 members. He also pointed out that the practice of some manufacturers of subsidizing jobbers' salesmen still continued and urged the members to take a firm stand against it.

The subject of subsidizing jobbers' salesmen was also dwelt upon by Vice-President A. M. Wilson, who read from the constitution of the organization to the effect that the objects thereof should be to discourage "deals, schemes and the subsidizing of jobbers' employees by manufacturers." He said that while many manufacturers had been persuaded to stop it, some were still carrying it on apparently with the connivance and consent of many wholesale grocers. He said that the names of their salesmen



often given to the manufacturer by the jobbers themselves. The report was also rendered by D. Ackerly, of counsel for the National Wholesale Grocers' Association. The report was mainly a recap of the work of counsel in changing legislation during the year.

The last item of business of Wednesday's session was an address by B. M. Fernald, president of the National Canners' Association and former Governor of Maine. He also dwelt upon the old-worn theme that all branches of trade should work in harmony, particularly members of the National Wholesale Grocers' Association and the members of the association of which he was the president. He also advocated spending more money in advertising canned goods, promising on behalf of the canners to put up dollar for dollar if the grocers would put up.

In the evening the delegates participated in an informal reception ball at the Marlborough-Blenheim Hotel.

One feature of the evening was a dinner to a number of the members presided over by E. L. Bradford, of the National Products Refining Co.

On Thursday, the second convention day, the time was mostly taken up with addresses, the most important of which was delivered by Dr. Carl Asberg, Dr. Wiley's successor as chief of the Federal Bureau of Chemistry. Dr. Asberg said in substance that it was the purpose of the Federal authorities to go further and further in the enforcement of the Federal food law.

The Metric System as a commercial method of weights and measures was also the subject of attention. Dr. S. Stratton, a Federal employee from Washington, dwelt upon the desirability of the system in ordinary commercial transactions, illustrated by charts. Later in the day Mr. Fred. R. Drake, of Allentown, Pa., who is an enthusiast on the subject, presented a report of the Committee on Metric Systems. He went over the ground which he had gone over before in similar reports. The report was received but no action was taken on it.

Mr. J. E. Linihan, president of the American Specialty Manufacturers' Association, also made an address and spoke upon the general theme of co-operation among the different factors of the trade.

## GET THE MONEY OUT OF



The money is in PRIZE BUTTER if you'll do your part to get it. PRIZE BUTTER will be packed to suit your trade—you can get it in a carton, tub or print, colored and salted to suit. You can depend on it being *uniform* in *quality* and *flavor*, so it will *always* please your customers, and you know the satisfaction in handling a butter that both you and your customers *could depend on*—no complaints, no dissatisfaction. Our name on a butter is a guarantee to you, because it's a guarantee to your customers. Our GURNSE BUTTER is the leader in Philadelphia, and we're going to make PRIZE BUTTER the biggest seller in the State of Pennsylvania. All you have to do is push it and get the benefit of the steady stream of sales and profits.

### P. F. BROWN & CO.

39, 41 and 43 South Front Street

PHILADELPHIA

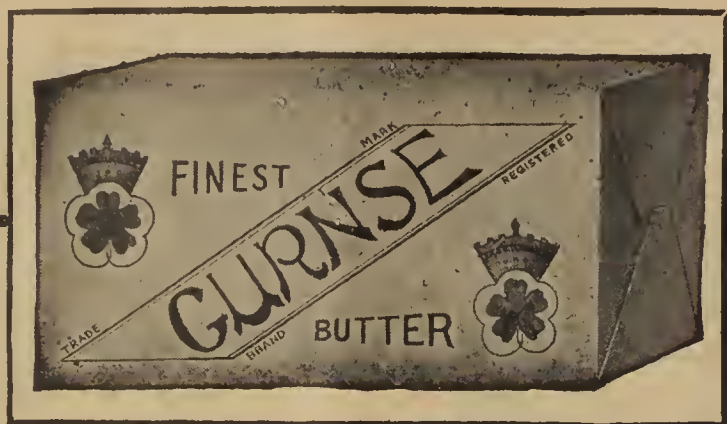


#### WHAT TO TELL CUSTOMERS

"PRIZE BUTTER is well named, because it's *winning friends* for us every day. Try it and let me know how you like it. One of the best things about it is that it's made by a responsible concern, and you can depend on it being always uniform in quality and flavor."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants





## You Can Depend on It

We feel a particular pride in **Gurnse** butter, as a butter you can depend on. Of course, consumers appreciate that, but you as grocers will particularly appreciate it because butter that you can't depend on will make you all kinds of trouble.

**Gurnse** butter is the finest imaginable dairy butter, made by us, packed by us, and guaranteed by us. It is wrapped in brine-dipped parchment, and then sealed in a carton. Guaranteed to suit your trade, or customers' money back.

Packed in 20, 30 and 50-pound boxes — pounds and half pounds — 36  
Prices subject to market changes.

**P. F. BROWN & CO.** 39-41-43 SOUTH FRONT STREET  
PHILADELPHIA, PA.

Tell your customers about  
the New Sifter Top can of

## B. T. BABBITT'S Pure Lye or Potash

ONE-THIRD LARGER CAN

There are more uses for PURE LYE or POTASH in the homes of your customers than there are for any other cleanser; we have encouraged even more extensive use than ever before by packing it in a sifter top can. Increased convenience of a package always means increased use, and as a consequence increased sales for you.



Tell your customers these facts about Babbitt's Lye:

1. It is the strongest cleansing material obtainable, therefore most economical.
2. A little of BABBITT'S LYE and a lot of water makes an effective cleansing solution.
3. BABBITT'S LYE is a splendid disinfectant as it destroys dirt and germs and removes offensive odors.
4. A weak solution of BABBITT'S LYE used in washing refrigerators will keep them sweet and sanitary and make food keep better.

Valuable Premiums Given for the Trade-Marks

Keep the New Sifter Top Can on Display!

**B. T. Babbitt, Inc. :: New York City**

He suggested that the manufacturer was not the only one to blame for the fact that present co-operation does not go as far as it might.

Mr. Sol. Westerfield, of Chicago, was present, representing the National Retail Grocers' Association. He talked against free deals as detrimental to both the National Wholesale and National Retail organizations, and commended the manufacturer who had one price regardless of quantity. He asked that a committee be appointed to co-operate with a similar committee of all other national organizations, the object of such committee being to remedy trade evils.

The Committee on Pure Food and Legislation had prepared and delivered a remarkably comprehensive report which practically showed the breakers of food laws in every State in the Union. The report was submitted by Chairman T. J. Whitmarsh. Another address was made by Harry P. Diamond, of the California Fruit Cannery Association, who pledged the support of his company to all efforts made by the organization to straighten out trade difficulties, with a particular reference to the new dried fruit contract which was put in force April 23, 1913. A report upon this was made by A. M. Wilson, chairman of the Contract Committee.

The wholesalers' organization is contending for a discount of 2½ per cent if draft with documents is paid within ten days from date.

Dr. W. B. Biglow, who was chief chemist of the Department of Agriculture, and is now chief of the National Cannery Association Research Bureau, made an address upon what his bureau expected to do in the way of improving the character of canned goods.

The Committee on Uniform Tares reported that only two trade interests had refused the committee's request to market their products on the basis of net weight. These were the Michigan bean jobbers and the American nut dealers, both of whom would be compelled to sell according to weight by the new Gould net weight law.

The Committee on Membership also reported, showing figures which appear earlier in this report.

Another report was by the Purchase Discount Committee, rendered through Chairman Robert G.

Bursk, who complained that buyers had not always lived up to their end of a discount bargain. The report said that the committee had had to issue two bulletins during the year calling the attention of the trade to the importance and necessity of strictly complying with terms of discount.

The Publicity Committee also reported through Chairman Howard Humphrey. His report was really a debate as to how the reputation of the grocery trade could be protected against unfair newspaper articles. One suggestion which the report made was that a food map, showing the sources of various staple foods, should be placed in every public school.

On Thursday evening a banquet was held at the hotel, at which over 400 guests sat down. The toastmaster was Fred. R. Drake; speakers, Dr. Francis Hutchings, of New York City; Rev. W. Q. Roselle, of Philadelphia; Hon. E. F. Sweet, First Assistant Secretary of Commerce, and Hon. J. H. Covington, of Maryland, member of Congress from that State.

The convention continued on Friday, but that day's proceedings will not be obtained in time for this issue.

N. R. D.

### Franco-American Food Company Joins Pennsylvania Plan.

Pennsylvania grocers, there is a concentrated soup on the market which you should get behind with all your might and main. The Franco-American Food Co. have decided that the money they heretofore spent in consumer media will be better spent if given to the grocer in the shape of additional profit.

Instead of your paying 90 cents for 95 cents for a 10-cent concentrate soup, you pay 91 cents for Franco-American, less 10 per cent, free on five-case order, which brings the price down to 81 cents. In addition to this there is a discount voucher packed with every case, for the merchant, which brings the price still lower. In a blindest nine times, Franco-American concentrated soups were selected as the best against all competitors.

In addition to quality and price, to secure the grocers' interest, Franco-American Food Co. have become identified with the Pennsylvania Plan, which means that they will run full-page advertisements every issue in the "Grocery World and General Merchant," and that they are contributing their share toward the awards which are to go to the organized merchants of Pennsylvania at their convention. The secretaries of each association will be paid 5 per cent on all orders which pass through their hands from this date, this 5 per cent to be used to help with organizational work.

This means that there is every reason why the merchants of Pennsylvania should start in to show the Franco-American Food Co. that it is worth the manufacturers' while to make it worth the retailers' while to push their goods. —Adv.



## Bill to Make All Grocers Register and Agree to Obey Regulations

State and Federal Food and Health Departments Collaborate to Get Legislation Which Would Put Retailers in Position of Licensees Whose Licenses Could be Revoked. The Speech That Killed the New Food Bill. Storage Fish Amendment Passes House.

Special Correspondence of "Grocery World and General Merchant."

Harrisburg, Pa., June 6, 1913.

A bill which is said to be introduced to aid the co-operation of National and State food inspectors, as well as Board of Health officials, in enforcing the general cause of pure food, made its appearance here at Wednesday, having been drafted, it is said, by the Dairy and Food Department. The bill requires all dealers in food supplies to annually register with the Department and agree in writing to accept and obey the regulations of the Department of Public Health and Charities. Violators of the regulations are to be punished by a fine of not less than \$5 nor more than \$25.

A public hearing on the State Association's bill to attach 10 per cent. of debtor's wages for delinquent grocery bills will be held next Tuesday, June 10th, before the Senate Corporations Committee, Room 250, Capital Building.

Just prior to the defeat of the general food bill, as reported in last week's letter, Senator Gerich, who was its warmest advocate from the time it was introduced, made a speech in its favor, and attacking the use of benzoate of soda which was far ahead of anything uttered on the subject in Harrisburg this session. I have procured a copy and here present a part of it:—

We pass bills and we appropriate money for the welfare and the protection of the people of Pennsylvania for hygienic reasons, for comforts of other kinds, yet there is very little regulation upon the statute books protecting the people, the common people, against dope and from pernicious things being put into their stomachs. We spend thousands of dollars to protect them against the diseases from the outside, but there is hardly anybody who will stand up to protect people against anything that will be put into their stomachs. The food manufacturer, of course, does not want any regulation, and he has well succeeded this year in frightening the grocers throughout the State of Pennsylvania. This bill, if enacted, will not be a hardship

on any honest manufacturer and not on any honest grocer. By way of illustration, I will say that this bill prohibits the use of benzoate of soda. In itself, in very small quantities, it is not very harmful, but it is not the harm to which it can be put, but rather the stuff that can be used by the use of the benzoate of soda and sold to the people which is harmful. Of course, it will interfere with the barrel of money that the manufacturer makes by the use of the benzoate of soda.

To give you a little illustration, and not to detain you, I will simply refer to a little bill which was passed two years ago which was attacked by these same manufacturers, who tried to ridicule the bill out of the Senate, and it was a little bill of which a good deal of fun was made, that little sausage bill. I simply use that as an illustration that I may appeal to the Senators here to-day so as to avoid these things in order to improve the health of the people. I will say this before I make that illustration, that I believe every Senator can go home and tell his people

that he voted for this bill and he will get credit for it, except from the frightened grocers and the manufacturers, who are financially benefited by it. And in regard to the illustration. By personal observation, I noticed that butchers threw the offal into a bucket or tub and left it there in the warm weather for from three to six days without taking care of it in any way, so that when I saw it taken out the slime dropped off the substance, or meat, which they took out, and which they cut up, and by the addition of potato flour, for which they paid a cent and a quarter a pound, they added about 25 to 30 per cent. of water. That would be absolutely useless, they could not sell it without the use of benzoate of soda, for if they would, in from four to twelve hours that mess would turn sour, but by the use of benzoate of soda they can hold it from six to seven days.

Now, then, they go around and sell that and men who sell that kind of stuff will sell alongside the honest dealer, and you know which fellow will make the money. The people want to buy cheap these days, and rightly so, but they should be protected, because they have no means of knowing what is in this substance. Now I leave it to any person whether such a substance is fit to use, because when anything is deteriorated it cannot be made wholesome by the use of benzoate of soda, and whether he has a right to sell it to the poor man who works hard and needs good nourishment, to sell him a thing of this kind. By the time the housekeeper gets down to prepare it half of it is water. She cannot fry it and she must boil it. The poor man pays for the water and he pays for

the meat that should go to the fertilizer and he pays for the potato flour at from 14 to 16 to 18 cents per pound.

I simply make this statement to show you how harmful this benzoate of soda is under conscienceless handling. For instance, sweepings of the floor, half rotten fruit, green fruit, stocks of fruit of that kind can be mixed up and be cured with benzoate of soda and put on the market and sold for something wholesome. Gentlemen, the strength and power of the State of Pennsylvania depends upon the health of her people, the contentment and happiness as well. I think that this body ought to take into consideration not only hygienic conditions throughout the State, for which we spend large sums of money, but we ought to begin right at home where the thing really begins. Preventive treatment, gentlemen, is a thing that we ought to do, prevent it from childhood up. Gentlemen, I will not take your time, but I hope you feel that you can vote for this bill. I feel that I can go home and tell my people what I did, and I know I will get credit for it. There was not one grocer in my district who came to me and objected to the bill, not one.

The bill to amend the new cold storage law as to fish was passed finally by the Senate on Tuesday. It came up last week and was defeated, but was at once put back on the postponed calendar. It now goes to the House, where its fate is in doubt. The following explanation of the purpose of the amend-



**MASON'S WHITE DRESSING**

**MAKES WHITE SHOES WHITE**

You can sell MASON'S WHITE DRESSING to your customers with CONFIDENCE because it is the finest White Dressing made. It *cleans* and *whitens* white shoes and makes them REAL WHITE, instead of smearing over the dirt and making them GRAY. MASON'S WHITE DRESSING is *well known* and will sell itself if you put it on your counter; it is so good that one customer will tell others about it and so you will have plenty of sales. You *want* these sales, it will *pay* you to get them started because they PAY YOU 75% PROFIT.

**CAUTION—Don't let your shelves get loaded with slow sellers; insist on having Mason's Shoe Dressings—the lively sellers**

**JAS. S. MASON COMPANY**

138-140 North Front Street

PHILADELPHIA



### WHAT TO TELL CUSTOMERS

"Madame, I can absolutely guarantee MASON'S WHITE DRESSING to give satisfaction. It is the dressing that makes a white shoe REAL WHITE instead of GRAY. Try it."

**This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants**



ment was made just before the final vote by one of its sponsors:—

I will say that it is almost impossible under the act that has just been signed for the many engaged in the taking of fish, wholesalers, to try to run their business, and I may add by way of explanation that at the port of Erie are from 40 to 150 tons of fish taken daily, that there are orders throughout the State for these fish and that they are transported from one point to another, and that sometimes there is a surplus of one ton or two tons or ten tons, and that surplus is put into a container, or refrigerator, and that it is impossible to put that surplus into a separate container, or retainer, or refrigerator daily, because you would have to have one retainer for each day's extra catch. All that this bill does is to simply mark instead of the daily catch the monthly catch, perfectly harmless, and enables the wholesalers in the business to conduct their business instead of paralyzing it.

The bill to license and bond commission merchants in farm and dairy produce came up on final passage in the House on Tuesday and was defeated by a vote of 65 to 77. It was favored by the united farming interest of the State, including the State Grange. It may not be dead, but can be put back on the postponed calendar.

R. C.

#### AMONG THE TRADE.

The American Sugar Refining Co., of New York, of which the Franklin Refinery of Philadelphia is a branch, is starting to pack cane sugar syrup for the consuming trade. Two sizes of cans are used, one holding about 22 ounces and the other 38 ounces. The product is known as "Crystal Domino Pure Cane Sugar Syrup."

At its regular meeting last week, the Philadelphia Association of Manufacturers' Representatives was addressed by George H. Earle, Jr., the banker, on "Greater and Better Philadelphia."

#### Says Lower Egg Tariff Will Hurt Farmer's Wife Who Trades in Eggs at Stores.

A Delaware egg producer has written the following letter in which he tells how he thinks the reduced duty on eggs will affect the American egg producer:—

As I understand it, the per capita cost of the present tariff is in round figures \$4. Now, taking the egg question alone, a reduction of 2 cents a dozen will bring in a lot of Canadian eggs at a time when eggs are plentiful and cheap, and not alone will they cheapen the price to the farmer's wife, who depends on her eggs to clothe herself and children in 80 per cent. of the farm homes of the United States, but the Canadian eggs will be all taken up



## "As Easy to Handle as a Can of Tomatoes"

FRANKLIN CARTON SUGAR is as easy for the grocer to handle as a can of tomatoes or a bottle of pickles. It's ready to sell when you get it. It requires no weighing, no wrapping, no tying—we've done all that for you at our refinery. We pack FRANKLIN SUGAR in CARTONS because the margin in sugar is so small that if you buy it in bulk and weigh it out, put it in bags, stand for the cost of bags, twine, labor and loss by overweight, you LOSE MONEY. FRANKLIN CARTON SUGAR enables you to make a PROFIT instead of a LOSS, because it costs you nothing to handle. Your customers like the clean, neat CARTONS and, once having bought FRANKLIN CARTON SUGAR, will always ask you for it because of its cleanliness, quality and purity.

## The Convenience of the "Container"

FRANKLIN CARTON SUGAR is packed in containers holding 24, 48, 60 and 120 lbs., according to the grade of sugar, the fastest selling grades not being packed less than 48 lbs. to the CONTAINER and you are thus enabled to buy to suit the needs of your trade. The CONTAINER is a heavy fibre case that is guaranteed to carry its contents in perfect condition, but, is easier for you to open than a box or barrel—a penknife will open it.

## THE FRANKLIN SUGAR REFINING COMPANY PHILADELPHIA

"Your customers know that FRANKLIN CARTON SUGAR is CLEAN sugar"



#### WHAT TO TELL CUSTOMERS

"FRANKLIN CARTON SUGAR is the cleanest, purest, finest grade sugar that can be made, and the CARTON keeps it clean. All our customers like it and I'm sure you will if you try it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



storage operators in discrimination against Southern and Western eggs, further reducing the price of these below the tariff difference. The consumer will get no benefit, those same eggs will probably be sold as strictly fresh by the retailer in the winter season, when we never or will get eggs from the outside; or they will be stored in Canada and shipped in in the winter and sold as fresh, and, being outside of the jurisdiction of the several States that have efficient cold storage laws, and as they would be sold outside of Canada (about the only place that eggs would come from) they would not come under their laws, so the consumer and the producer in the United States would still hold the sack. As the per capita cost is \$4, it would only take the tariff reduction of 200 dozen eggs to pay the per capita tax. The difference in the probable price of eggs would, on only 1,000 dozen, pay the tariff cost for a farmer's family of five persons. In other words, the farmer's life would lose about \$6 on the product of 100 hens per year, decreasing her market basket that much.

### CORRESPONDENCE.

**Name of an Adding Machine.**  
Waterbury, Conn., June 2, 1913.  
The Editor.

Dear Sir:—If possible kindly let me know where the Gem Adding Machine Co. is located or any other place where I may be a low-priced machine.

Yours truly,

W. N. SIMPSON.

S. Gancher, 148 Duane street,  
New York City.

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**Letter to a Demonstrating Bureau.**

New York, June 4, 1913.  
The Editor.

Dear Sir:—In reference to the clipping of last week's issue, the following associations maintain a registration bureau for employed salesmen. Many of the manufacturers' representatives are members employ demonstrators. It might be advisable to inform E. W. Miller of the addresses of the secretaries of the following associations:—

Philadelphia Association of Manufacturers' Representatives, Philadelphia, Pa.; New York Association of Manufacturers' Representatives, 260 West Broadway, New York City; Boston Association of Manufacturers' Representatives, care N. K. Fairbanks Co., Boston, Mass.

Yours very truly,

R. A. WARNER,  
Manager H. O. Co.

The above refers to the query of Maryland subscriber, published last week, as to whether there was a bureau which supplied women demonstrators.

Florida corn is scarce and poor; best brings \$2. The demand moderate.



## Bouillon "Herringlets"—Something to Talk About

Your customers are always looking for "something new" for all meals. Tell them about BOUILLON "HERRINGLETS," choice little NORWEGIAN HERRING, packed in delicious bouillon, 15 cents a can, each can a meal for a family. Recommend BOUILLON "HERRINGLETS," because we'll refund the money to any customer who is not satisfied, and remember that they pay you a good profit. BOUILLON "HERRINGLETS" mean big sales, satisfied customers and good profits for you. *PUSH THEIR SALE.*

**ANGUS WATSON & COMPANY, Sole Proprietors**

Also Proprietors of "Skipper" Sardines

1011 Chestnut Street, Philadelphia, Pa.



### WHAT TO TELL CUSTOMERS

"Try BOUILLON 'HERRINGLETS' this week. Delicious, nourishing, wholesome. A meal for six persons for 15 cents."

**This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants**



## Banner Lye is the Greatest Cleanser of All

BANNER LYE is not only a powerful deodorizer and disinfectant, but it is the *most powerful cleanser* manufactured. It eats off the dirt and grease without the rubbing and scrubbing required when ordinary cleansers are used. It cleans what nothing else can clean. BANNER LYE is needed in *every household*, and you haven't a customer who won't buy it if you keep it on display and call attention to its wide range of usefulness. It's a *steady seller* once you start it, because the housekeeper is always *cleaning something*; get your customers using BANNER LYE and you open the way for steady sales and profits.

**THE PENN CHEMICAL WORKS**

Philadelphia, Penna.

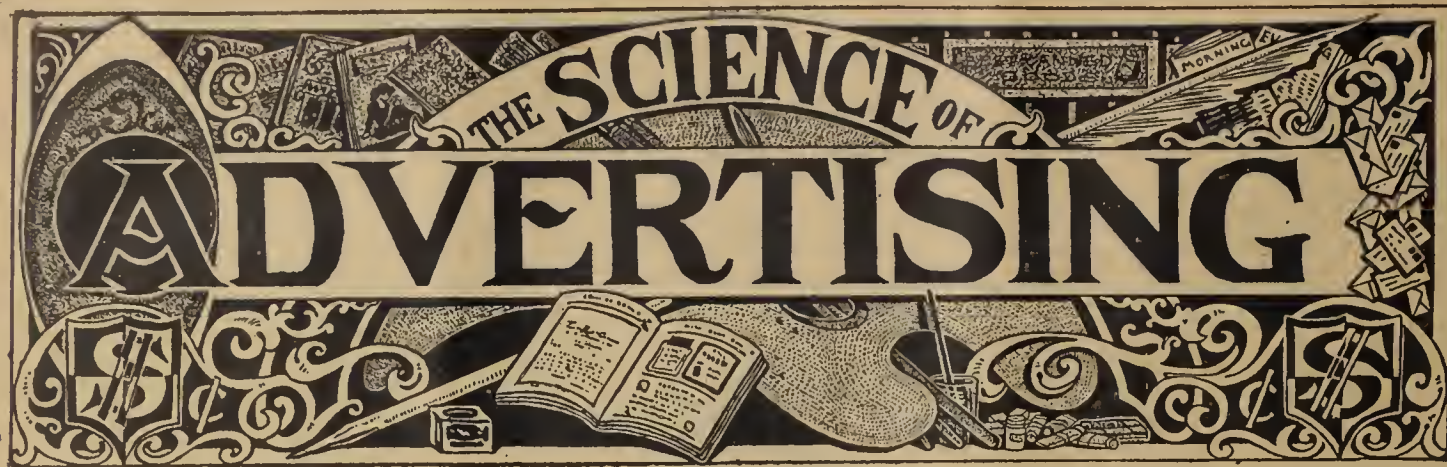


### WHAT TO TELL CUSTOMERS

"BANNER LYE cleans without work; it makes dirt and grease disappear quicker than any other cleanser and with less effort on your part."

**This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants**





Here is some interesting data regarding a new co-operative advertising plan which has just been launched by twenty-eight grocery stores in Frankford, one of the principal suburbs of Philadelphia:

Frankford, May 10, 1913.  
Editor "Science of Advertising."

Dear Sir:—Inclosed you will find a newspaper circular, which is our first effort at co-operative advertising in this way. As you will notice, there are twenty-eight stores represented in this advertising club, working under the name of the Unity Stores. These twenty-eight

stores are all members of the Frankford Grocers' Association. We would be pleased to have you criticize this circular and give us your opinion as to its general make-up and business getting possibilities. Also what you think of this as a co-operative advertising scheme.

EDW. J. GALLEN.

The paper enclosed is the size of a small four-page daily, and is called the "Unity News." The first, second and third pages, with the exception of the last column on page 1, are completely filled with plate matter (boiler plate) with no

advertising except of the Atlantic City excursion of the Frankford Retail Grocers' Association. The fourth page is a full-page advertisement of the Unity stores, and it is here reproduced in very much reduced size.

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The odd column on the first page is headed "Grocers' Review Outings," and it is devoted to a little history of the past excursions of the Frankford Association. This is the only original reading matter in the paper—the rest is all boiler plate, not very well selected in my judgment. The most of these co-operative advertising papers are run in this same way, and it is a great waste of opportunity, in my opinion. Why is this advertisement issued in this newspaper form, instead of as one big sheet containing only the advertisement? So as to make a newspaper of it rather than a circular, and thus reap greater prestige and dignity. That being the object, is it not a mistake to throw away the possible added prestige and dignity by making the newspaper part so weak and poor that nobody would think of reading it on its merits? It is all the difference between issuing advertising in a form that would be taken into the home and read, and issuing it in dodger form that might lie around the gutter or in the vestibule. The comparative value of the two methods is of course not debatable. The advertiser who adopts the newspaper form is trying for the first method, but reducing the value of his production to that of the second method by making his advertisement merely look like a newspaper.

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I should make a real little newspaper of this as quickly as I could. Of course it costs more to set up original matter for every issue, and perhaps that cost would prevent its being done fully at the start, but a few columns can be used, and the number can be grad-

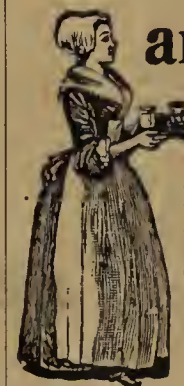
ually increased. The balance of the space I would fill with plate matter not any old thing, but carefully selected. A first-class continued story is much better than "Leishman Defies Both Emperors," the stale news story that now occupies the first column. I should also use better paper—the paper this is printed on is just about the poorest news grade on the market. This and the familiar boiler plate look gives this paper a much cheaper and commoner appearance than the Unity stores deserve.

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The page advertisement on the back is good. It is well set, well printed, and presents a good appearance. I should say it was well written as well. Since this is the first issue, it might have been well to say a little more about how the Unity stores came about, and what the "buying power of 900 stores" means to the stores and those who patronize them. Still it is pretty good advertising in my judgment and ought to get results. It would get better results, I believe, if the newspaper end was better taken care of.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

## Baker's Cocoa and Chocolate Preparations are Standard



Registered U. S. Pat. Off.

being absolutely perfect, fulfilling ALL THE REQUIREMENTS of the Pure Food Laws. Grocers assume no risk in handling these goods as the demand for them is constant.

MADE ONLY BY

**Walter Baker & Co. Ltd.**  
Established 1780

**DORCHESTER, MASS.**

## U-ni-ty Stores Specials

For Three Days, Thursday, Friday and Saturday, May 8-9-10

### THE LARGEST LOAF---UNITY BREAD---THE BEST BREAD

We have been trying for a long time to get the largest and best loaf of Bread to sell for 5 cents. The answer is "Unity Bread." This Bread is baked in a Sanitary Bakery, from the best materials by men who are experts at their trade. No expense is spared to produce the finest Bread Baked. After quality comes quantity, and here you will find Unity Bread is again in the lead, with the largest loaf on the market to sell at 5 cents. The next time you want Bread, be sure and say Unity Bread to the Grocer. Baked in 3 styles, Pan Loaf, Long Loaf and Raisin Bread. Save the Labels, they are worth 1-5c each.

5c. a Loaf

THESE SPECIAL PRICES  
AT UNITY STORES ONLY

Below are the Names and  
Location.

Wm H BRATTON,

1901 Church St., Frankford

ROBERT L BUZBY

1737 Orthodox St., Frankford

CHAS. J. POTTER

1373 Sellers St., Frankford.

ANDREW THOMPSON

1332 Sellers St., Frankford.

EICKHOFF BROS.

5001 Jackson St., Frankford

FRED MAUCH

720 W Huntingdon St.,

JOHN S TAYLOR

4546 Mulberry St., Frankford

OLIVER STOUT, Jr.,

4000 Frankford Ave.,

WILLIAM RADCLIFFE, Jr.,

1901 Oxford St., Frankford

ROBERT LEMON,

1365 E. Palmer St.,

CARL PFEIFFER,

1432 Unity St., Frankford.

ROLLNICK & MARK,

4132 Paul St., Frankford.

DARREFF BROS.,

6825 Torresdale Ave., Tacony

DARREFF BROS.,

4520 Frankford Ave.,

WILLIAM SMITH,

1949 E. Tioga St., Phila

DARREFF & GALLEN,

2026 Orthodox St.,

HENRY REICHERT SONS,

Pratt and Thompson Sts.,

Bridesburg

J. J. SCOTT,

1200 Adams Ave., Frankford

JAMES F. CURRAN,

1500 Church St., Frankford

A. W. MACLEOD,

4116 Lackawanna Ave.,

Frankford

W. GIBBS,

1901 E. Cambria St., Phila.

GEORGE H. SMITH,

5401 Eadom St., Frankford

E. F. LANDIS,

1701 Meadow St., Frankford

A. H. GILMOUR,

4301 Frankford Ave.,

JACOB LOTZ,

4131 Frankford Ave.,

J. J. TRAINOR,

2635 Ann St., Philadelphia

MAX WEINSTEIN,

2437 E. Allegheny Ave.,

WILLIAM E. MALUCHLE,

2527 Frankford Ave., Phila.

Ceresota, Pillsbury or Millbourne Flour 12 lb. Bag 33c.

A very low price on the best grades of Flour to get you acquainted with The "Unity Stores."

### OXFORD TOMATOES

Just as different from the ordinary Canned Tomatoes as those you put up yourself. Filled to the brim with Red Ripe Jersey Tomatoes, with a flavor that only comes in Tomatoes grown in that state. 13c a can. Save the labels, they are worth 1c each.

### OXFORD CORN

Genuine Maine Corn, which means the best Corn packed. There are people who do not like the ordinary Canned Corn; to those persons we suggest that you try a can of this delicious Maine Variety. It will please you. 12c a can. Save the Labels, they are worth 1c each.

E. C. Corn Flakes 6c package, Regular Price 10c

We are just entering the Corn Flake season. Here is one of the oldest and best known on the market at a bargain price.

### Oxford Sifted Peas

Last season was a hard one on the men who pack Peas. There was a scarcity in the good variety of this vegetable. We are fortunate in being able to offer you Oxford Peas, that are far superior to most Peas being sold at this price. 16c per can. Save the Labels, they are worth 1c each.

Large 5 lb. Bag Salt 4c Bag, 3 for 10c, Reg. 5c Bag

A chance to save money on an article of everyday use.

### Oxford Rice

The Best Grade of American Rice, Specially Selected, Large Grain Rice, packed in 1-pound bag for protection against dirt and dust. It is uncoated, which means that it has not been prepared with Talc and Glucose to give it a better appearance. Fine for Invalids or those persons on a diet. 10c a pound bag. Save the bags, they are worth 1c each.

Northern Red Salmon Regular Price 18c can Special 2 for 25c

A fine quality of Medium Red Salmon; just the thing for hot weather use. Better lay in a supply at this price.

DEAD EASY 7c Can 4 for 25c Regular Price 10c

One of the best known and most popular preparations of its kind on the market. Destroys Roaches and Vermin of every description.

### Unity Syrup

We recommend this Syrup to you for its table qualities. It is good and wholesome. You will like it. 10c a can. Save the Labels, they are worth 1/2c each.

### Unity Macaroni

This is an article which can be used with profit by every family. It is delicious when properly prepared and has a high food value. 10c a pkg. Save the Labels, they are worth 1/2c each.

Kirkman's Soap 4c a bar, Regular Price 5c.

No need to tell you of the good qualities of this Soap. Everybody knows them.

### Unity Starch

Packed in cartons at the factory so that it will reach you perfectly clean. It is very annoying to find dirt in your starch. You will never find any dirt in Unity Starch. Packed clean, sold clean. 5c pkg. Save the cartons, they are worth 1-5c each.

Dakotas Oats 12c pkg.

The big package of Best Oats. Just compare the size of the package and the quality of the oats with other pkg. oats. Save the cartons, they are worth 1c each.

Read the names and locations of the Unity Stores. There is one near your home. When you have found it, go around and get acquainted. It is a Good Store to know. It has the buying power of 900 stores behind it.

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



# Bagging Dollars

Is more entertaining than bagging birds, and  
it's easy—

Sell

# Grape-Nuts

The one thing about Grape-Nuts that particularly interests you, Mr. Grocer, is the good profit.

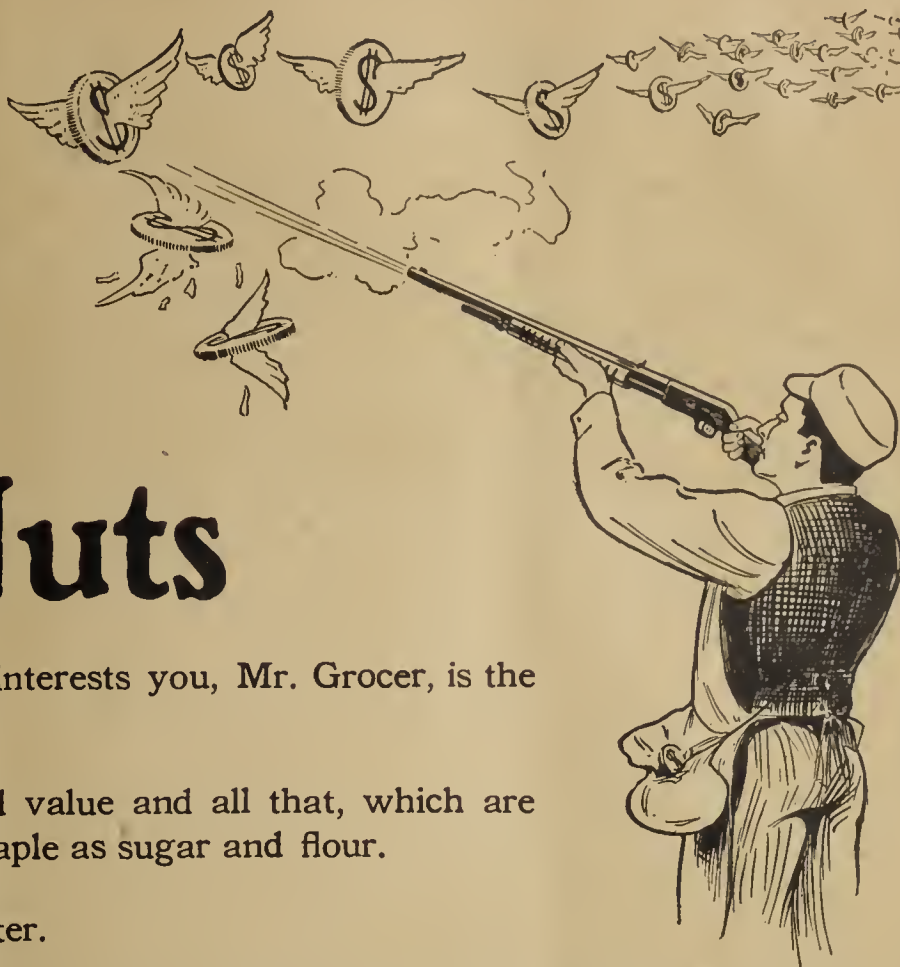
Beyond the profit, there's delicious taste and real food value and all that, which are essential, because they make the sale of Grape-Nuts as staple as sugar and flour.

Grape-Nuts have a very happy reputation as a repeater.

Grape-Nuts are backed by heavy advertising, with the sale guaranteed to the last package. But, "there ain't going to be no last package!" You'll keep right on selling Grape-Nuts.

*"There's a Reason"*

Postum Cereal Co., Ltd., Battle Creek, Mich.



Dealers and consumers recognize Welch's as the standard in grape juice. Welch's is the standard—  
*First:* Because we have always insisted on the highest quality and the utmost purity in its production.  
*Second:* Because we have by continuous advertising educated the public with regard to the excellence of

# Welch's

*"The National Drink"*

When grape juice is mentioned, Welch's at once suggests itself. It has a permanent place in public favor. The moment you put Welch's in your store, you begin to get your share of the benefit of our advertising.

We always pay more than the market price for grapes. Others take the "run of vineyard," which means the vineyard picked clean. We secure the best of the Chautauqua Concord because we pay for the best and take only grapes of first quality.

Attractive and attention-compelling display advertising will be supplied to dealers who are pushing Welch's.  
*Sold by all jobbers*

The Welch Grape Juice Company - - Westfield, N. Y.





# THE GROCERY MARKETS

## Tea.

The tea market shows no change for the week. New Japans are occupying the attention of the trade and are selling freely on the basis quoted recently—about 1 cent below a year ago. The markets for new Formosas and new Congous have also opened, on about the same basis as last year. Spot teas are in everyday demand at unchanged prices, the market still being rather in buyers' than in sellers' favor.

## Coffee

The coffee market continues extremely sick. Rio and Santos, excepting the higher grades, are fully a half cent cheaper than a week ago. The higher grades are relatively scarcer and not quite so weak. Milds are also soft and lower. Nobody seems to have any confidence in the market, and it seems more likely to go lower than higher. The demand is quiet. Java is quiet and unchanged, but Mocha is scarce and firm.

## Sugar.

The sugar market is unchanged, but if any demand ensues prices of refined sugar will probably advance, as none of the refiners are making any money to speak of at the present time. Raws are unchanged for the week, as is refined. The consumptive demand for refined sugar is only fair, owing apparently to delayed fruit crops.

## Syrup and Molasses.

Glucose is unchanged for the week. Compound syrup is dull at ruling prices; sugar syrup not wanted and spices unchanged. Molasses quiet and dull.

## Fish.

Mackerel shows no material change; in fact there is not sufficient demand to develop any change. Cod, hake and haddock are dull, as usual at this season, and unchanged. Salmon is wanted to some extent, particularly pinks and medium reds, but the demand for red Alaska is light; prices unchanged both spot and future. Domestic sardines are dull at ruling prices; imported sardines scarce, high and in moderate demand.

## Canned Goods.

Tomatoes are about  $2\frac{1}{2}$  cents higher, on spot, due to the bad crop weather, and the lack of surplus in packers' hands. Buying is fair on spot, but futures are inactive. The Eastern crop of peas will undoubtedly be short, and there is considerable doubt as to whether packers will be able to make full deliveries. The Western situation is also uncertain, and some packers have

withdrawn from the future market. No advance in price has occurred as yet. Corn, spot and future, is unchanged and dull. Apples are unchanged. California canned goods on spot are in rather light demand at unchanged prices. Futures have not been generally priced as yet, but there is reason to believe that prices will be about on the same level as last year, with the possible exception of peaches, which may be a little higher. Small Eastern staple canned goods are unchanged and in moderate demand.

## Dried Fruits.

Prunes are unchanged in price, but steady and in moderate demand. Peaches are wanted at steady prices; apricots dull at ruling quotations. Some raisins are selling at unchanged prices. Currants moderately active at ruling prices.

## Butter.

The make of butter is steadily increasing, and with it the quality is improving. Owing to the increased demand for speculation as well as for consumption, the market has advanced 1 cent per pound. The situation, however, is not very firm at the advance, and if there is any change during the coming week it will likely be a decline. The make will of course show a further increase and the quality will get even better. Present prices are about 1 cent above a year ago.

## Eggs.

The egg market is firm on the same basis as a week ago. The quality continues very good, and until it breaks the market will likely remain firm about on the same basis.

## Cheese.

The cheese market is steady and unchanged. The receipts are larger and the consumptive demand better. The quality is also improving, but it will not be fine before the middle of the month. No immediate change in market conditions is in sight.

## Beans and Peas.

Domestic pea beans are unchanged but steady and fairly active. Marrows are also unchanged at ruling quotations. California limas are 35 points higher for the week, which makes a total raise of 55 points, or over one-half cent, within the last month. Scarcity of beans is given as the reason. Green and Scotch peas dull and unchanged.

## Provisions.

All cuts of smoked meats are firm at an advance of  $\frac{1}{4}$  cent. The consumptive demand has increased

considerably. Owing to the short supply and the high cost of hogs the market will probably not recede very much from the present basis. Pure lard is steady and unchanged. Compound lard is  $\frac{1}{4}$  cent advance. Both are in good consumptive demand. Barrel pork, dried beef and canned meats are firm and unchanged.

## INDIVIDUAL MARKET REPORTS.

### Standard Canned Goods.

Further indications of a firm market for future tomatoes from now on were plainly visible last week, but no one expects a runaway market, so far as the prices are concerned. As a matter of fact the canners, generally, would prefer not to see any advance in the prices of the canned article at this time for obvious reasons. The growers are having a hard time to secure tomato plants from the hot houses to replace those which were killed by the series of heavy frosts during the first half of last month, and upon their success in obtaining them depends, in a very large measure, the acreage to be set out with that crop. It appears to be settled that the acreage throughout this section will be materially reduced this season, but the extent of such reduction is purely guess work at this time. During last week the demand for future tomatoes increased very much, and the orders for them came from a still wider section of the country than in the week before. They look safe to buy at today's prices.

A rather quick advance occurred in No. 10 spot tomatoes last week, because a few good-sized orders for them developed the fact that the steady demand since last fall, in a small way, had absorbed the holdings to a greater extent than was generally known. It is surprising how the continuous flow of small orders wears away the stocks of goods almost imperceptibly. Two weeks ago we offered No. 10 tomatoes at \$2.65 a dozen, and to-day they are strong at \$3 a dozen. The holders of the other sizes feel encouraged over the outlook for spot tomatoes.

The canning season for strawberries is at its height and they are selling freely, though not in large lots, chiefly the heavy syrup goods. This week cherries will be due, and they will be followed as usual by the other lines of small fruits. The receipts of fresh pineapples continue to be light comparatively, and the prices are firm, with a fair demand. Outside of these items of new packing there is a fair demand for peaches, pears and

apples for prompt shipment. The outlook for canned fruits is considered to be excellent.

Cove oysters are strong because of the light stocks and fair demand.  
**THOS. J. MEEHAN & Co.**  
Baltimore, Md.

## MARKET NOTES.

Most of the strawberries on the market are from nearby points, mainly Jersey. The best fruit brings 14 cents in a jobbing way, and canners are paying 6 to 7 cent against 3 cents at this time last year. The crop is short.

All the watermelons in market are from Florida and range from 35 to 50 cents each. The demand is fair.

A few raspberries are coming chiefly from nearby points. The price is high—15 to 20 cents per pint.

North Carolina blackberries are coming forward and average 1 cent. The quality and the demand are fair.

Beets are selling pretty well at \$2 to \$4 per 100 bunches. The quality is good and beets are wanted.

Cantaloupes are coming from Florida and range from \$1.50 to \$3 per crate. The quality is fair.

Florida peaches are done and Georgia has just begun to ship. The quality is rather poor and averages \$3 per box.

Lima beans are so scarce as to practically be out of the market. The price range is \$4 to \$4.50.

New Jersey pie cherries are in market at 10 cents per pound. The demand is fair.

New potatoes have declined to \$3.50 per barrel, which is cheap. Shipments are from South Carolina and Virginia. Old potatoes have dropped also and are now 8 cents per bushel.

Asparagus is off and now commands 20 cents per bunch if it is good, as against 30 cents last week. It is coming forward too rapidly.

## MANY GROCERS

Find it pays them to read the "good stuff" in

**The Advertising World**  
Columbus, Ohio

Sample free, or four months' trial for 10 cent



# Bound to get them

An Electrically Lighted Grocery Store—interior and exterior—is *bound to get the buying public.*

There is something about brilliant, attractive illumination which reaches out to the man or woman purchaser and compels attention—attracts trade! There is no luminant to compare in effectiveness, in decorative possibilities, advertising qualities or economy, with Electric Light.

For details and comprehensive estimates consult

**The Philadelphia Electric Company**

TENTH AND CHESTNUT STS.



## Do You Bale Your Waste Paper?

If not, you are guilty of two wastes. First, the waste of the money which you could get for baled waste paper, but which, of course, you can't get for loose. Second, the waste of the extra insurance rate which storekeepers often have to pay because of the risk of the loose waste which they leave lying around.

### Schick's All-Steel Baling Press

operated by your boy in odd moments, will bale your waste paper in 150-pound bales, measuring 18 x 20 x 33 inches. The price is surprisingly moderate. Write for it.

Write for Catalogue P, prices and discounts.

**DAVENPORT MFG. COMPANY, Davenport, Iowa**



## "Leads in 75% of the Stores"

In the "Grocery World and General Merchant" for June 2d, in a most interesting description of how well-known advertised food brands were selling in Minneapolis, appeared the following:

### BAKING POWDERS

The big seller in Minneapolis is Rumford, which leads in about 75 per cent. of the stores.

There is no more discriminating city in the United States than Minneapolis, and to get at the head there and stay at the head means something. It means that **Rumford Baking Powders** must be what we say they are—wholesome combinations of three food substances, phosphate, soda and starch, that they are leaveners par excellence, and that they pay the retailer an honest profit.

### Rumford Chemical Works

PROVIDENCE, R. I.

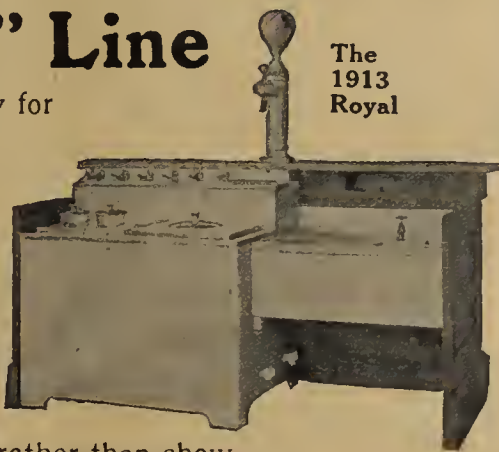


## Our "Royal" Line

was built especially for

Grocery Stores  
General Stores  
Small Department Stores  
Five and Ten Cent Stores

They are splendidly practical, serviceable soda water outfits, built for service rather than show.



### We Ship Immediately from Crated Stock

Our great million dollar factory worked all last winter building a stock of these wonderful, speedy, economical stock Royals. We can ship you any of the several sizes of this popular line on a day's notice.

And this will interest you. By building these Royal fountains in large quantities at one

time, we have cut the cost almost in half and you get the benefit.

Ask a "Liquid" salesman to show you photographs of these stock fountains and the 1913

### Type "H" and Peerless

All built in several sizes and styles; prices to suit every person.

**The Liquid Carbonic Company**  
CHICAGO New York Boston  
Pittsburg Cincinnati Milwaukee Minneapolis  
St. Louis Kansas City Dallas Los Angeles

Remember we ship on a day's notice from crated stock.



Ham without a name is "just ham," and has no uniform quality. It may be good once, but you don't know how it will be the next time.

Your customers can't depend on you if you sell that kind of ham.

**SWIFT'S PREMIUM HAM**s are uniform—always properly cured, tasty, appealing. When a woman gets a **PREMIUM HAM** she wants another like it next time. The only way you can be sure to have all your hams uniformly good is to see that all you sell are **SWIFT'S PREMIUM HAM**s.

Swift & Company, U. S. A.





## Try Iced Wilbur's Cocoa When You Feel the Heat

We'll gladly send you a copy of our Recipe Booklet, "COOK'S TOURS THROUGH WILBURLAND," which tells how to prepare ICED WILBUR'S COCOA. If you'll try this delicious hot weather beverage you will like it so well you'll recommend it to all your customers. It will pay you to start your customers drinking ICED WILBUR'S COCOA, not only because it will please them, but because this increases its sale during the summer months. WILBUR'S COCOA, properly pushed, is an all-year-round seller: it enters into dozens of desserts, makes delicious cakes and candy that are as good in summer as they are in fall, winter and spring. Send us the names and addresses of good customers and we'll mail them our Recipe Book, "COOK'S TOURS THROUGH WILBURLAND;" it contains 59 recipes for WILBUR'S COCOA, teaches its use for baking and candy making as well as drinking, and will *increase your sales*.

**H. O. WILBUR & SONS, Inc.**  
PHILADELPHIA



### WHAT TO TELL CUSTOMERS

"We've been drinking ICED WILBUR'S COCOA here in the store on hot days. It's great! I'm going to write to WILBUR'S to send you the recipe."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

### THE NEW YORK LETTER

(Continued from page 8.)

ful for commission merchants to continue in business without license.

Although the annual license fee is only \$10 yet the matter is giving the merchants considerable trouble in attending to the routine connected with the application and the giving of the \$3,000 bond. The department will accept individual bondsmen, but in such cases there must be two bondsmen and each must qualify in the sum of \$6,000.

According to the talk in the trade a number of large dealers are likely to contest the constitutionality of the new law. So some of the men in the trade are inclined to think that it will be a waste of time to comply with formalities of law that may not pass the scrutiny of the courts. The officials of the department say, however, that the dealers who fail to get licenses by August 1st and who try to do business after that date will do so at their peril.

\*\*\*

In some circles a rather gloomy view is taken as to the prospect of fixed prices in the immediate future. This view was summed up by an authority in the trade in the following opinions expressed to your correspondent:—

"Under the latest decision of the Supreme Court the bottom knocked out of patents as a support for fixed prices, once it passes from the manufacturer. Patents are now no more of a support for fixed prices than trademarks are. The former decision took away all right to use trademarks as a prop for enforcing fixed prices.

"So now the law will not come to the protection of the manufacturer in enforcing fixed prices either on trade-marked or patented articles. He cannot sue to enforce such prices.

"What can he do in the way of upholding his prices by not selling to the price-cutters? Very little it seems to me. It is impossible for him to follow up his sales in such a way as to shut out price-cutters from getting supplies. If he does not sell direct to them they will still get supplies from some other source at second hand.

"In the case of those who do not sell direct to the retail trade but sell in the usual way to jobbers the condition is still more unfav-



If the jobbers should agree themselves not to sell to e-cutters they would be brought court for conspiracy. In a large lines of trade, like the business, the gentlemen's cements may still be found of ice, but they are not generally ticable and it is a question als whether or not the Govern- t may not yet break into some these agreements and make a lot trouble for all concerned. The cery jobbers certainly cannot rd to take any risks of this l.

The only opening for fixed es seems to be through the ggestion that all sales shall be ditional until the supplies finally h the consumer. But no such ditional plan of sales that would t with the approval of the rts is yet in sight. It is doubt- if any such plan will ever be roved by the courts, for the d of the decisions is the other r.

The present theory of the De- tment of Justice, as I am in- med, is that nothing is to be al- ed that will interfere in any y with the freedom of trade or keep it from developing in tis now regarded as the natu- way along the lines of least re- ance."

\*\*\*

The coffee report of Wm. T. antland, special assistant to the mer Attorney-General of the ited States, Mr. Wickersham, made something of a new sen- ion in the trade. The conclu- ns of the special assistant and recommendations were not pted to any great extent by the e administration, but they are v being used in the attack being de in Congress on the valoriza- n interests.

Mr. Chantland reported to the partment of Justice, as a result the investigation which it em- oyed him to make, that the valor- tion scheme was bad from one d of it to the other. He made effort to soften his charges.

He recommended not only civil t criminal proceedings against e men engaged in valorization erations and he made these rec- ommendations most emphatically.

In substance he declared that the eme has been to curtail produc- n and to enhance prices on coffee a result of which the people of is country, as the principal con-



## Made in a Sun-Lit American Factory

**FREIHOFFER'S EGG ELBOW MACARONI** is a high grade, pure food product, made of real eggs and fine quality farina, under the most sani- tary conditions; human hands don't touch it. Its superior flavor and delicacy make it a steady, lively seller that the grocer likes to handle because it pays him the right profit.

*Freihofers* Baking Company, Philadelphia.



### WHAT TO TELL CUSTOMERS

"I'd rather sell you FREIHOFFER'S EGG ELBOW MACARONI because I know it is clean, American-made goods."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## THIS HANDSOME Mahogany Clock—FREE WITH Sauer's Flavoring Extracts

We will give FREE of cost this handsome mahogany clock, a useful as well as ornamental display for your store, with

Five gross 10c. Extracts, at \$10.80, or its equivalent in 25c. goods, with one complete Window Display, FREE; one 2-foot Thermometer, FREE; 50 Postal Cards for name of customers, to be redeemed at 5c. each in trade on a bottle of Extract, FREE.

**FREIGHT ALLOWED FROM FACTORY**

Take advantage of this offer and get your customers started on the fastest sell- ing extracts manufactured.

**THE C. F. SAUER COMPANY**

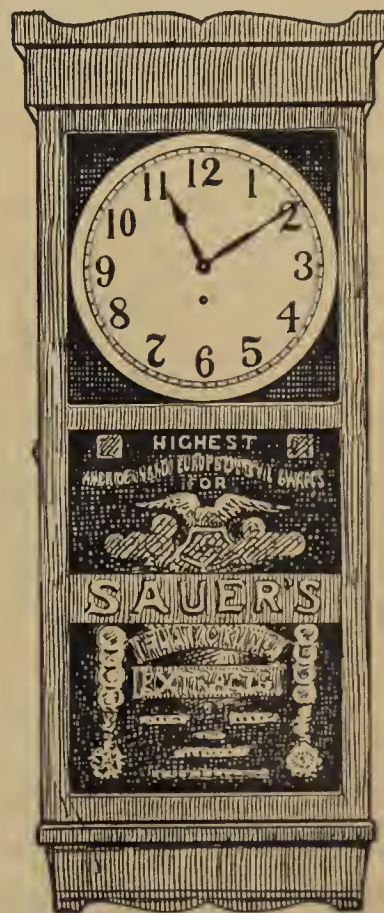
Richmond, Va.



### WHAT TO TELL CUSTOMERS

"We sell Sauer's Flavoring Extracts because they are the highest grade pure food products—you'll find the strength and flavor superior to all others."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants







## The Parke Stamp Line Fights for the Grocer

Parke Stamps, which your customers can exchange for thousands of useful and beautiful premiums, are packed with **Parke's Unmatchable Coffee, Teas, Spices, Ammonia, Baking Powder, Bluing,** etc. Your customers will save these stamps and will buy all the products in which they are packed. They will do this because **Parke's Stamp Line** products are the best they can get for the money, so they will be pleased with **Quality** as well as **Stamps**.

Don't let peddlers and mail order houses take your tea, coffee and spice business away from you. You can't fight such competition by just talking about the better quality of your goods, because people **want** stamps; the thing to do is to put in the **Parke Stamp Line** and be able to give them both the **Quality** and the **Stamps**. That will *hold your customers*.

If you'll handle the **Parke Stamp Line** of Teas, Coffees, Spices, etc., as a proposition, and call it to your customers' attention systematically it will positively increase your sales. We'll gladly send you our **Premium Catalogue** and give you full particulars if you'll write us.

## L. H. Parke Company

232-234 Market Street  
PHILADELPHIA, PA.

638-640 Grant Street  
PITTSBURG, PA.

### WHAT TO TELL CUSTOMERS

"You get **PARKE STAMPS** with Parke's Tea, Coffee, Baking Powder, Ammonia, Bluing, Spices, etc., all high quality goods. You can easily save enough stamps for a beautiful premium."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



sumers of the South American coffee, are paying about \$57,000,000 a year more for coffee than they otherwise would have to pay and with a prospect of still further increases unless the corner be broken up by legal proceedings.

According to his opinion, the Brazilian States and some of their leading men went into the game with an honest purpose to benefit the finances of the States, but even this has not been accomplished, he says. The valorization bankers, it is true, renewed the loans of the Brazilian States and this gave great satisfaction for a time, but it is now found that the renewals were costly and the States are heavier in debt than they were before.

The entire scheme, according to the special assistant, was an illegal corner pure and simple, got up to wring millions of money from the people of this country for the benefit of the private syndicate of coffee speculators and American and European bankers.

\*\*\*

Effective June 9th, the New York office, heretofore located at No. 100 Hudson street, and the Brooklyn office of the Beech-Nut Packing Co. will be combined and moved to building No. 19, Bush Terminal, Brooklyn, where they will have the latest and most modern equipment for handling their New York business.

### SUMMARIZED MARKET CONDITIONS.

The break in coffee options has naturally left the spot market in a routine condition. Prices are nominal. It is predicted that the result of the readjustment will be increased buying on the part of the country, although this may be at a somewhat lower level than the present quotations.

Teas are quiet with prices steady, the moderate movement being for the actual needs of the distributors.

Refined sugar is now steady, all interests quoting 4.20 cents. The business is only fair for this time of the year.

There is little movement in spot canned tomatoes and little buying of futures. Sellers are firm in their views because of unfavorable crop reports. The best that buyers can do now in No. 3s is 80 cents f. o. b. factory, with the freight added, and some sellers refuse to take orders for less than 82½ cents while the



t quality is not to be had, it is for less than 85 cents. There is also more firmness in No. 2s, a range of 60 to 65 cents for delivery. The surplus of cheap harn corn seems to have been well absorbed and the market has an upward tendency with cents f. o. b. as the inside figure on Maine style. Spot stocks of are light and the market firm, affected to some extent by reports of poor crop conditions in the South. String beans are in price with an upward tendency in prices.

canned fruits of all kinds are at partly as the result of the increased supplies of fresh fruits now in the markets. Prices are steady. Full conditions prevail in the market for dried fruits. This is only the result of many of the in the trade being at Atlantic City this week, in attendance at the convention of the National Wholesale Grocers' Association. Prunes, peaches and apricots are firm, although there is little demand at the moment. Raisins and currants are active, but prices are maintained. Flour is slightly easier. Spring wheat patents in jute are being offered as low as \$4.65, and even wheat might be accepted, but buyers are inclined to hold off and wait for developments. Old crop soft winter flour is scarce and commands as much as \$4.50 to \$4.75 in price, according to the brands.

liberal arrivals of butter have been followed by a downward tendency in prices in the last few days. Creamery extras are easy to get at 27 3/4 to 28 cents, while the average firsts are sold at 27 to 27 1/2 cents. Seconds settled down to 26 1/2 cents, but supplies of this grade are not plentiful. More process butter is coming forward and prices have eased off a little, good quality being sold at 25 to 26 1/2 cents and only fancy grades averaging 26 cents.

There is a fairly active demand for fresh eggs, but there is also a selling pressure and prices have declined a little. The operators in the speculative market are offering the average run of ungraded eggs freely in a range of 19 1/2 to 21 cents and it takes some bidding and fine quality to bring them to 21 cents. The extras bring as much as 22 to 23 cents. The best grades of nearby eggs are selling from 23 to 25 cents.

FRED. A. MCGILL.

## THE MILK THAT SELLS



### ADVERTISING AND QUALITY MAKE Borden's Eagle Brand Condensed Milk and Borden's Peerless Brand Evaporated Milk THE FASTEST-SELLING BRANDS

Our steady advertising is constantly stimulating the demand for Borden's Eagle Brand Condensed Milk and Borden's Peerless Brand Evaporated Milk, making new customers every day. Keep them well displayed in your store and secure the sales we are sending to you, because your customers will like their quality and flavor so that, once started, they will always buy these brands. You can not only start new customers on Borden's Milks but you can get regular buyers to buy more if you'll call their attention to the many delicious dishes they can make with them; many people who are only using them for tea and coffee will make cookies, doughnuts, cinnamon bun, milk bread. If you'll suggest it you'll not only sell more, but you'll also sell cocoa, cocoanut, spices, butter, eggs and flavoring extracts. We'll help you stir up these sales; send us your customers' names and we'll mail our Recipe Book to them for you.

## Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857

NEW YORK



### WHAT TO TELL CUSTOMERS

"We recommend BORDEN'S MILKS because we know they are best and purest. We're making special efforts now to get all our customers using them in preference to others. Let us send Borden's this week."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s  
Department Food Stores, Dover, N. J.

**June Wants.**—This is the month that we change things all around. It's the beginning of the ready—or half-ready—cooked season. Fires are out, the cook stove is draped with nice new white oil cloth. Then she begins to wonder what they've got at the store.

June wants are in order. The delicatessen case has to be made a feature. Salad stuff has to be displayed. Bottled vinegar and salad dressing have to be shoved out. Light eating time has come and the more effectually you acknowledge it and the greater your variety of display the more business you get.

\*\*\*

**Speaking of Display.**—One of the very few things that "doesn't look good" in a showcase are "hams."

Take 40 hams—20 in a showcase and 20 piled up on the counter and the counter will sell 3 to 1, yes, and maybe 5 to 1. Why it is we don't know, but to know that it is important.

\*\*\*

**"Disagreeable Customers."**—The cranky customer we shall always have with us. Good thing. It's

she that tells us things. It's she that often makes us look smart. While you meet smiles and pretty faces the sales go merrily on. It takes a clever man to meet and adjust pernicky ideas. You should feel proud of being able to handle a so-called disagreeable customer. It shows you have tact. It proves that your experience of human nature has been of some benefit to you. Cater to the cranky. Just because her vision is blue and her mind is suspicious is no reason for you, a wholesome, optimistic, trustful young business man to meet her on her own ground. No! No! that would not be business. Win her over.

\*\*\*

**Some Salary Raising Habits.**—Mere length of service doesn't always command an increase. But I'll tell you a few things that do. Being on time. Being cheerful. Being polite. Being energetic. Being faithful (and faithful embraces honesty, loyalty and interest). Being a salesman—a salesman that sells goods at a profit and sells them so nicely that the buyer of those goods wants him to

take her order again. These are the things to work on to command more pay. And let me tell you, the fellows who are doing these things are getting good pay and getting respect and confidence and laying a foundation for bigger things yet.

\*\*\*

**On Being Responsive.**—It's a great thing to be responsive. To be responsive means simply the quality of falling in completely with the other man's ideas. In business this is considered a fine characteristic in a fellow because where you fail to catch and hold and hug the very spirit of the Boss's ideas you haven't the responsiveness that is necessary to go ahead and carry out these ideas. To be responsive is to be glad. Glad that you can go at a certain thing and do a certain thing exactly as it's laid out. The outcome must never be questioned. The method of reaching the outcome must never be questioned.

Just train yourself in the art of responsiveness. Turn against the part of your nature that is inclined toward opposition, prejudice, sourness and cynicism.



### A POSSIBLE CUSTOMER

is often made by having just the particular thing he or she wants.

### MAPLEINE

is a popular flavoring. Be sure and have it in stock.

Order from your jobber:  
Frank A. Smith & Co.  
105 S. Front St.,  
Philadelphia, Pa.

Crescent Mfg. Co.  
Seattle, Wash.

These trade-mark cross-cross lines on every package

### GLUTEN FLOUR DIET FOR DIABETIC

Kidney and Liver Troubles, Rheumatism, Obesity and ills arising from excess of Uric Acid

Rich in Protein. Ask your physician. Leading grocers for bottles or sample, write

FARWELL & RHINES, Watertown, N.Y., U.S.A.

## \$5.00 for Six Tea Caddies

A Quarter of a Century's Experience and Success lies back of this offer. Each caddy 14 inches high, 11 inches deep, and 9½ inches wide. Would make great **Red and Gold Display** of 57 inches on your shelves, and contain 90 lbs. Construction of the best, seams double, material heavy tin plate, damp proof, lid strongly hinged, with catch and lip to keep out dust. Made in my own shop. **Money back if not as represented.** Lacquered all over, black in back, red with gold scroll work in front. Name of Tea put on FREE. Shipment at my expense. Remit to **H. F. Heacock**, Grocers' and Butchers' Fixtures and Supplies of All Kinds, 51 N. Second Street, Philadelphia, Pa.



## ITEMS OF INTEREST



**READ THEM.** As the showman tersely puts it, "Alive and on the inside, for the insignificant sum of, etc., etc." Of course, the appeal is irresistible. We hope the items we call to your attention may prove so to you.

**SYRUPS**—There is a good demand for our Syrups, and the market is in a strong position. We advise the trade to anticipate their wants. Royal Table Syrup is one of those bright, clear, sparkling syrups, having a delicious flavor. Our Challenge Syrup is a great favorite and has a host of friends; other leading brands include Gilt Edge, Ex. Amber, Crescent, Quaker City, White Clover, King "B" Drips, Cruiser, 109 Sugary, Ex. Maple, Etc.; also Sugar Syrups and New Orleans Molasses. Send us your orders.

**CANNED CORN**—There was an unusually large pack of low-grade Corn last year, but goods of merit retain their place with the storekeeper who values his trade. We would call attention to our Quaker City Ex. Choice Crushed Corn, at 85c. per doz., and Cruiser Brand Fancy N. Y. Crushed Corn, at 90c. per doz. Satisfaction guaranteed.

**CALIFORNIA CHERRIES**—We offer this week as a special California White Cherries, Standard Quality, No. 2½ Can, "Clearbrook" Brand, at \$1.85 per doz. Great bargain.

**LEMON CLING PEACHES**—While they last, a lot of Ex. Standard Peaches, "Star W" Brand, in good syrup, at \$1.70 per doz.

**KIRK, FOSTER & CO.**

WHOLESALE  
GROCERS

209

NORTH WATER STREET  
PHILADELPHIA - PENNSYLVANIA



# Match This If You Can!

---

See if you know any Rennet Proposition that equals this of James T. Shinn's Liquid Rennet:—

1—We guarantee it to be made under the cleanest and most fastidious conditions.

2—We guarantee it against spoilage, which we could only do safely with an absolutely clean rennet.

3—We guarantee it to work with unusual celerity—to curdle milk in two to five minutes.

4—You make 100 per cent. profit out of it—costs you \$1.50 and sells for \$3.00.

Now, do you know any other Rennet that you can sell with such absolute safety to yourself and your customers? You probably have a couple dozen customers, at least, who are'nt using **Rennet** now because some other brand—unguaranteed—spoiled on their hands. All these will buy **James T. Shinn's Liquid Rennet** if you will tell them how safe it is.

---

## SHINN & KIRK

1400 Spruce Street      -      -      -      -      Philadelphia





**CCX.—The Legal Position of an Insured Man Who Files No Proofs of Loss as His Policy Requires.**

Troy, N. Y., June 2, 1913.

Elton J. Buckley, Esq.

Dear Sir:—I noted with a great deal of interest your recent article on insurance law, and am taking the liberty of writing to ask you to make one point clear which bears upon an argument which I am now having with an insurance company over a fire which partly consumed our warehouse last February. I confess I have been careless about reading insurance policies, like many another business man, and I really did not know the contents of my policies. Nor apparently did my partner. After the fire we got in touch with the insurance company and talked back and forth about a settlement, but came to no agreement, and now the insurance company claims that we must stop our suit against them because we did not file proofs of loss within sixty days. We did not file any proofs of loss, but the company gave us no notice that it was necessary to do so, and as we were talking back and forth we did not think of it. Please advise us about the proofs of loss within sixty days—have we lost all our rights by not doing it, and is there any way we can do it now? About \$3,000 are at stake.

Respectfully,

R. O. OGDEN & SON.

I suppose that among the hundreds of business people who lose their insurance from failing to comply with some provision of their policy, more go down for forgetting the proofs-of-loss clause than from any other reason. Every fire insurance policy which is in use to-day by any company contains a clause requiring the holder, in case of fire, to file proofs of loss with the company within a certain time. The uniform policy, which as I have before explained, most companies are everywhere using, makes this period sixty days.

All courts have held that this clause is absolutely binding, and if not complied with will forfeit the insurance. Thousands upon thousands of insurance money have been lost through violation of this one provision. There is but one way around it—to show that the company has waived its right to have proofs of loss filed within the required time. If the company has

done that, either expressly or by conduct which is calculated to lead the holder of the policy to believe that the proofs had been waived, then the company can be made to pay in spite of the failure to file.

What amounts to waiver cannot be laid down by way of a rule, for each case stands on its own facts. Insurance companies practically never waive proofs expressly or in writing; it is usually by the conduct or representations of their agents or employees that they are tripped up.

For instance, in a case decided not long ago, the plaintiff owned a warehouse building on which he carried \$3,000 insurance. There was a fire, totally destroying the building, and after considerable negotiations the owner was compelled to sue. The company's defense was that the insured had not filed proofs of loss within sixty days, as required by the policy. The owner admitted this, but contended that proofs had been waived, and showed that the following things had taken place, constituting, as he claimed, waiver: A simple notice of the fire, not amounting to proofs, was given the local agent. The latter notified the general agent, who in a few days visited the scene of the fire. While there full information as to the fire, cause, etc., was given him. At this time the owner of the building asked the general agent: "What more am I to do?" and the general agent replied "you have nothing further to do." Then a long correspondence ensued between the local agent and the main office, touching the case, the company nowhere in this correspondence denying its liability. All this consumed over a year, and when nothing came of it, suit was entered.

Incidentally another provision of the policy was involved—that which said, as practically all policies do,

that suit to recover the insurance money cannot be brought after twelve months. This particular suit was several weeks late and the insurance company raised that as defense also. The court decided that the insurance company's conduct constituted a waiver, putting the matter in the following lucid statement of the law on the point:

The defense set up was that no proofs of loss had been furnished within the time required by the policy, and that the suit, having been begun more than a year after the fire, the plaintiffs, under the usual covenant in their policy, could not then maintain such action. The two covenants of the policy fixing the time within which proofs of loss must be made and within which suit must be brought are clear and distinct. If the defendant company had neither waived the benefit of these covenants nor estopped itself from setting up the defense they afforded, clearly the plaintiffs had lost their remedy. In answer to this defense the plaintiffs, in rebuttal, offered in evidence a series of acts and a line of conduct on the part of the company's representatives which, they urged, tended strongly to show that the company did not intend to avail itself of any such defense, and that, for its benefit and at the instance of its agents, the plaintiffs had stayed their hands and refrained from doing the things which would otherwise have been necessary to enforce the liability of the defendant under its policy.

That the covenants of the policy referred to were for the benefit of the defendant company is clear; that the latter might therefore waive them has long since been established; or, if by a series of acts the insured were reasonably misled into the belief that a strict compliance with those covenants would not be required, the company would thereafter be estopped from asserting a forfeiture of the policy by reason of the failure of the plaintiffs to file their proofs or bring their suit within the time required by the letter of the policy. And such waiver may be accomplished or such estopped work not only by an instrument in writing, but by matter in pais (conduct or action).

The testimony is sufficient, if believed by the jury, to support the conclusion that both of the legal defenses set up by the defendant had failed.

The court also said that an offer of compromise which the company had made was additional evidence that the company had not meant to

require proofs of loss to be furnished within sixty days.

This discussion on the subject may throw some light on the particular problem of the correspondent from Troy. If proofs of loss have not been furnished, as seems to be admitted, then the only hope is to try to build up, out of the circumstances of the case, a waiver which can be raised against the company; in other words, to prove that the company did things or said things which were calculated to mislead you into the belief that proofs would not be required. If you can prove such actions against the company, you may still get your money.

All insurance companies that have ever known would eagerly grasp at any technicality to escape the payment of insurance losses even the so-called mutual companies of which the insured is led to believe he is a part. It doesn't pay to take even the smallest chance with them, for they have the advantage at any point. I say again what I have said before: First know your policy and then comply with it.

(Copyright, June, 1913, by Elton J. Buckley.)

Question: \* \* \*, N. Y.—Kindly inform me as far as you can on the following through the columns of the "Grocery World and General Merchant." I have been paying a 20-year endowment policy for twenty years past last June, or year ago. This June it becomes due 1913. The policy was made out originally in my wife's cousin's name and assigned to my wife right then by her cousin, so the policy belongs to my wife. I paid all premiums out of the business and my wife helped me in the store. We have four children. Now my wife claims all the money and says it is hers alone. I need some money at least to pay my bills, as I have always expected it would be ours equally to be used in our business and mutually. What can I do in my case? Can I have no redress or can she take it all? And if I should for instance let my bills become overdue in store could my creditors realize on this money? Any information you may give me will be thankfully received.

Answer.—I can scarcely imagine a wife taking a stand like this, especially when her husband's business interests may be endangered. If she still refuses to listen to reason, about the only thing you can do, in my judgment, is to file a bill in equity in your local courts, naming the insurance company and your wife both defendants, setting



the facts, and asking the court to prevent the fund from getting into your wife's hands. If you can prove that you paid all the bills, and that it was always understood between your wife and you that the money was to be for joint or mutual use, the court will probably protect you.

**E.--Requests for information in this Department should be set out in full all the facts on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Answers should be received at this office not later than Tuesday of each week to ensure an answer in Monday's issue following. A signature and address of the sender must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Department, "Grocery World and General Merchant."**

**Tests and Measures Hearings to be Held To-day.**

Some time ago it was announced that during the week of June 9th tests will be held in New York City to collect information for the formulation of regulations for the enforcement of the National Net Weight Law, which was approved by President March 3, 1913. The hearings will be held at that time in the rooms of the Secretary of the Treasury on the seventh floor of the Custom House, New York, N. Y. The new law is as follows:—

Any food product will be deemed to be misbranded if in package form the quantity of the contents be not plainly and conspicuously marked on the outside of the package in terms of weight, measure or numerical count. Provided, however, that reasonable variations shall be permitted, and variances and also exemptions as to small packages shall be established by rules and regulations made in accordance with the provisions of section 3 of this act.

Manufacturers of food products in package form, are invited to present their view, preferably in form of a written brief, supplementing this, if necessary, by oral statements.

**ALTON J. BUCKLEY**  
Attorney and Counselor at Law  
3-648 Land Title Building  
Philadelphia, Pa.  
Telephones: Bell, Spruce 2608-2609  
KeyStone, Race 746



## THROW AWAY THE SCOOP!

You don't need it to sell ARGO STARCH. ARGO STARCH in its neat carton is ready for you to hand out to customers without scooping, weighing, wrapping or tying. This saves time and bother and gives you a profit that is NET profit because there is no loss from overweight, no cost for labor, bags or time.



ARGO STARCH is *clean, pure and white* and starches clothes a pure *white*. This makes it please the consumer so it sells steadily everywhere. You don't really *want* to bother with selling bulk starch and your customers would much rather buy ARGO STARCH, so you can easily secure increased sales if you keep it well displayed at all times.

## Corn Products Refining Company NEW YORK



### WHAT TO TELL CUSTOMERS

"If you'll try ARGO STARCH you'll find it very satisfactory; the carton keeps it clean, and so it starches your clothes a pure white."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants





### A Liar and a Coward.

"Well, old man, how are you to-day?" I said to a customer of mine last week, in that bright and cheery way that has made me a plumb favorite of all the crowned heads.

"Pretty good for a liar," he said.

"Holy smoke!" I said, "you're in love with yourself to-day. What ails you?"

"I've just had to tell a lie to a friend and a customer," he said, "and I don't like the taste of it. I don't like to think I'm a coward, but I feel a good deal like it just now."

"Tell papa all about it if it'll make you feel better," I said. "I've got an hour before the train time anyway. Maybe we'd better get the order fixed up first."

Which we did, and then he opened up.

"Charlie Smith keeps the Eagle Hotel down here, and he buys all his stuff from me. He buys pretty big and is good pay. I've had his trade for ten years, and he's the biggest customer I have. He's running for our Board of Education, and I've said a thousand times I'd never vote for a man who sold rum for any public office. Least of all for a place like the school board. Understand, Charlie hardly drinks

himself at all, and he might be all right on the Board. Good as some of 'em, anyway. But it's against my principles—I don't believe in rum-selling, and I don't believe a man who does it ought to be given offices."

"I'm with you," I said, "I think a saloonkeeper ought to be made by law to drink a gallon of his cheapest rum every day. That would quick kill off what were in the business and keep the rest out."

"Charlie came in here an hour ago and asked me to vote for him," he went on. "I told him I'd think it over."

"Why d'ye have to think it over?" he said. "You've known me for twenty years and you've sold me all my stuff for ten. What is there to think over? If you don't think I'm good enough for a job that has no salary attached to it, say so!"

"I said I had no such idea as that."

"Well, what's in your mind then?" he said. "Why can't you tell me now you'll vote for me?"

"I could see he was beginning to feel huffy about my hesitating, so as I was driven into a corner I said 'all right, Charlie, you can count on me; I'll vote for you.'"

"Well," I said, "I don't see quite where the lie comes in."

"Because I'm not going to do it," he said, "I have my principles and I'm going to stick up for them."

"Don't seem much like sticking up for 'em to me," I said. You see I had his order cinched and could say what I darn pleased.

"You're right," he said, "and that's what's galling me. I ought to have said right out I wouldn't vote for him and told him the reason."

"And lost his trade?" I said.

"Sure," he said, "I knew by the way he acted that if I hadn't agreed to vote for him he'd have gone out mad and cut me out from that minute. I was a liar and a coward, that's what I was."

I kept shut, and in a minute he put me in the same boat, by asking:

"Don't you think so?"

Fine for little Willy, wasn't it?

"Er—," I said—and then it dawned on me.

"Nothing doing!" I said, "you ain't going to get me in the same hole, not if I see you first. I ain't going to say what I think. You can size it up as well as I can."

"What would you do?" he said, "I don't feel right about it. Would you keep your word and vote for

him, or would you go over and tell him?"

"Well, I'll tell you," I said. Suppose what you ought to do to stick up for your principles a go over and tell him. Maybe he think of the nerve it took to do and everything would be all right. Most likely, though, he'd take a bang at his business and get so I believe I'd go ahead and vote him, just as I said I would, and then hope he'd get licked and not run for another office."

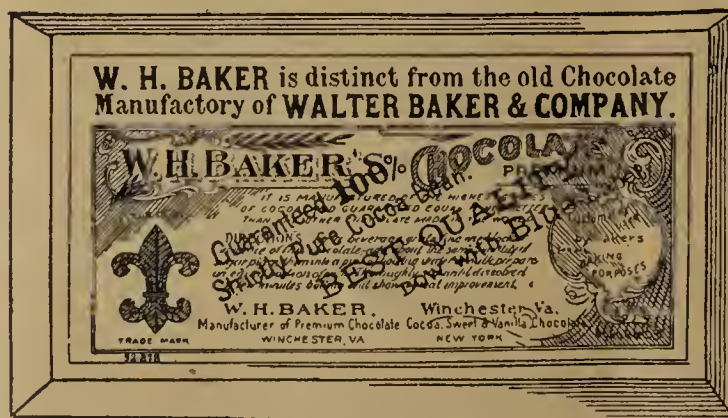
I left after handing him the piece of short cake and I won't know till I see him again whether he ate it or not. I can size up exactly how he feels—it's just like the rest of us feel when we have knuckle down to people we sell goods to. I don't believe there's a fellow alive, if he's in business, that feels as if he could be plumb independent. Why I have a customer—good big one, too—that makes the rottenest blamed puns that ever was. Honest, some of 'em are worse'n murder. I believe a man saves 'em up until I come and then unloads. Do I laugh? Why when I hear hearty roars I pull off when I hear hands them out are great. I'm an actor, that's what I am.

Every time I chirp at one of those puns I write my name down as a liar and a coward. I'm saying to him "gee, but that's great. Some joke, that," whereas they're all funeral sermons. Why don't I come out and act so as to tell the truth? Why don't I burst out and cry like I want to do?

You now why just as well as I do—I want his business, and unless I eat his bad jokes I may not get it. Why ain't I a man instead of a worm? Why ain't you?

THE STROLLER

## W. H. BAKER, WINCHESTER, VA.



### Chocolate and Cocoa Preparations

United States Serial No. 5257  
Guaranteed Under the Food and Drugs Act, June 30, 1906

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



## New Idea in Account Register Systems

A Register that can grow as you grow;

One that can expand as your business expands.

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With Only  
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The End  
of Drudgery

Write for further information. We will gladly have our nearest salesman call on you and explain the Expansion Type Register features without any obligation on your part to purchase.



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Unless you need System he will not urge you to buy. Write today to

## The McCaskey Register Co.

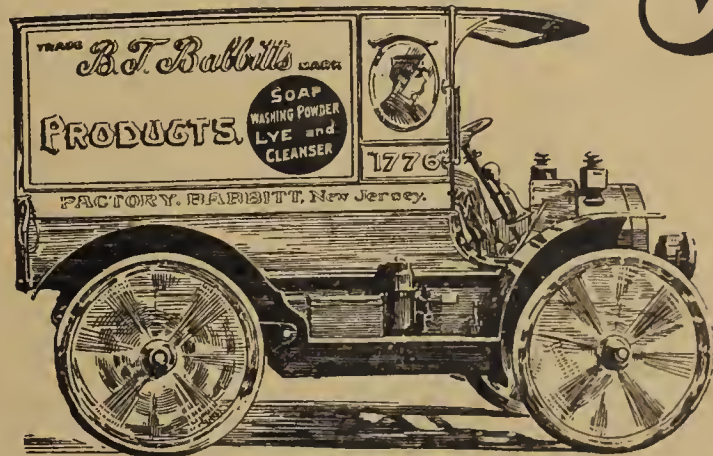
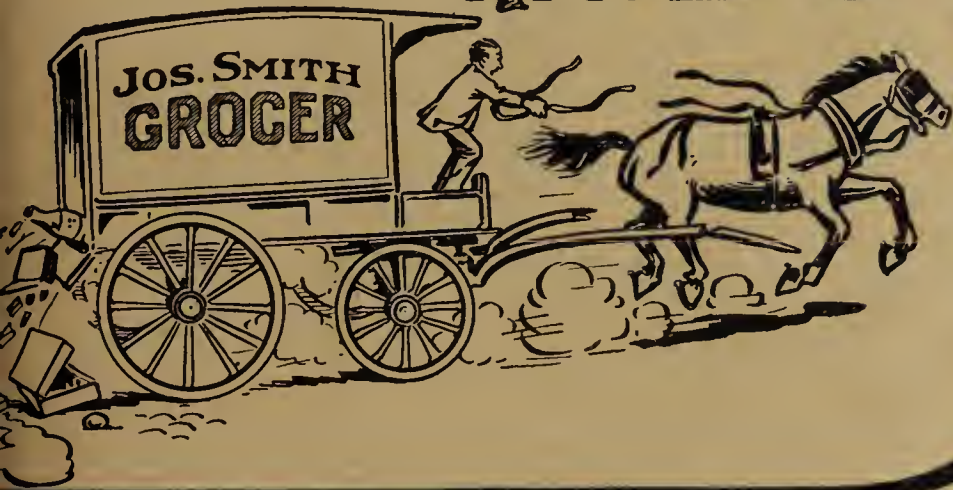
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BRANCHES: New York, Chicago, Boston, Washington, Pittsburgh, Memphis, Atlanta, Kansas City, San Francisco, Seattle; Dominion Register Company, Ltd., Toronto, Canada; Manchester, England.

*The largest manufacturers of carbon coated salesbooks in the world*

## THIS-or

## THIS?



An International Auto Wagon is always under perfect control—it is simple in construction, easy to understand and operate—you know it won't run away, go lame, get sick, or die. You know how fast it will travel and how long it will take to make a trip and when it will get back to make another. You know it will do as well to-day and to-morrow as it did yesterday, and that you can always *depend* on it. Besides the advertising value of an International Auto Wagon and the improved service it enables you to give your customers, it will cover three or four times as much territory as a horse and wagon. Now comes the strangest part of all—an International Auto Wagon *costs much less* to operate than horse and wagon equipment. Write to us for our illustrated catalogue showing International Auto Wagons that have more than paid for themselves in saving of delivery cost. Ask us any question you want about delivery.

## International Harvester Company of America

(INCORPORATED)

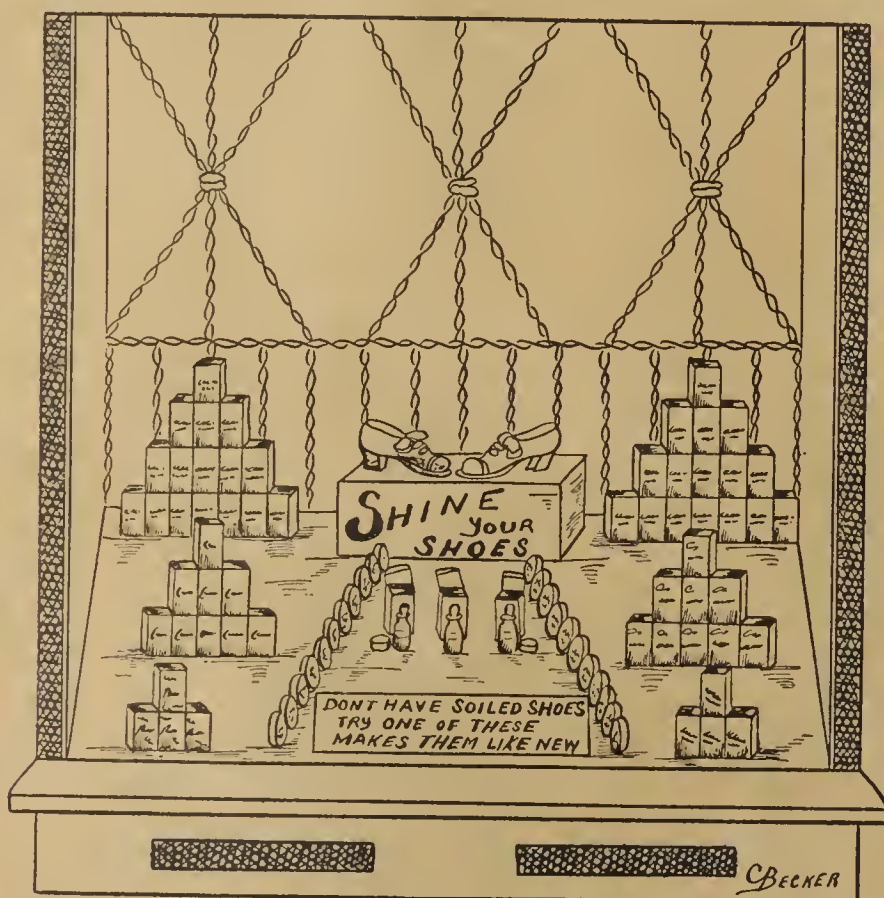
504 Harvester Building Chicago U S A





### Shoe Polish.

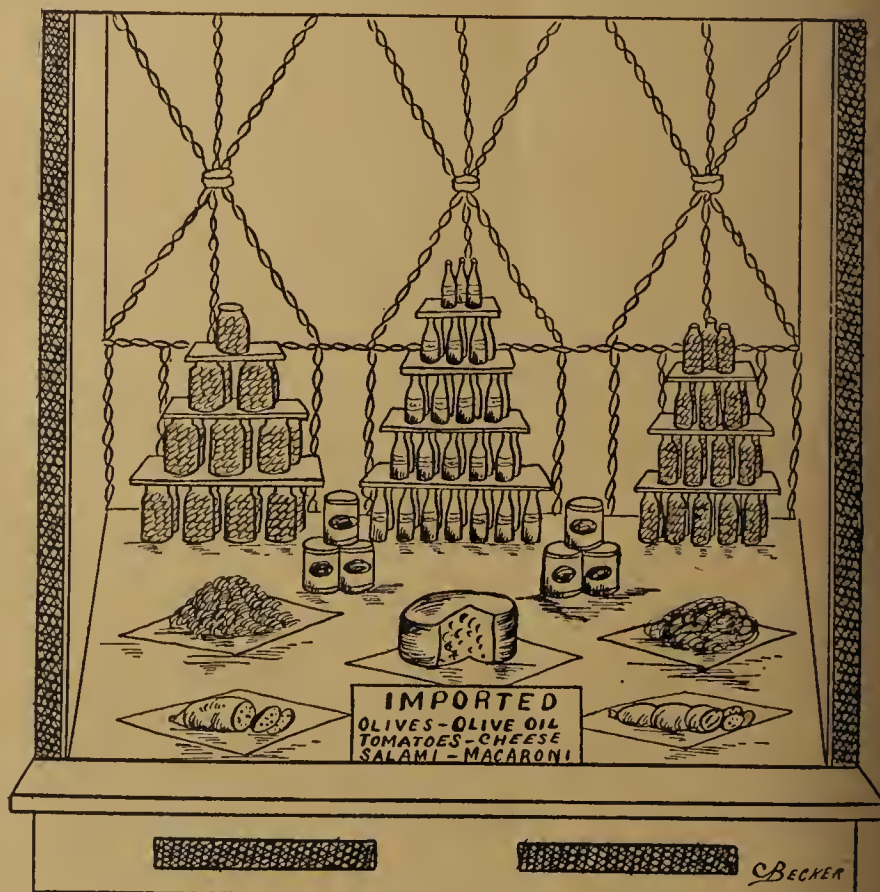
The polish trim is arranged in the following manner: First cover the bottom of the window with white crepe paper. In the centre in front place a neat sign card with lettering like illustration. Place a row of the polish in round boxes at each side and in the centre place a box of each kind displayed, showing the contents. Back of this place a



crepe paper covered box and on it place a pair of shoes or oxfords, having one muddy or soiled and the other cleaned and polished. Letter the box as illustrated. Place pyramids of the polish around in the window. Run some of the white crepe paper across the window at the rear and trim with twisted strips of pink crepe paper. Cut the strips about two inches wide.

### Imported Italian Goods.

This display is arranged with Italian colors, red, white and green. First cover the bottom of the window with white crepe paper. In the centre in front place a card naming the articles displayed in the window; make the word "imported" in large letters. In the center place a cheese on a napkin and at each side display macaroni and salami and some choice tomatoes. In the centre at the rear build



large pyramid of olive oil. Cover a strong board with the white crepe paper and place it on the first two rows of bottles; then have the next one smaller, and so on. At each side display stuffed and plain olive in the same way. Run some of the white crepe paper across the window at the rear and finish with twisted strips of the red, white and green crepe paper. This display will especially please your Italian customers.

### New Patents and Trade-marks in the Grocery Line.

Messrs. Davis & Davis, Washington Patent Attorneys, report, this week, the grant of the following patents:—

Washington, D. C., April 29, 1913.  
1,061,336. Tea or coffee pot. S. Sternan, L. Strassburger and A. N. Lattin, New York, N. Y.  
1,061,888. Self-closing funnel. August von der Crone, Berlin, Germany.

Washington, D. C., May 23, 1913.  
1,062,028. Trimmer for pastry cones. S. F. Pierce, St. Paul, Minn.  
1,062,059. Mixer and sifter. Sozaburo Toda, New York.

1,062,157. Baking cones. M. L. Hitchcock, Los Angeles, Cal.

### TRADE-MARKS PUBLISHED FOR OPPOSITION.

Ser. No. 21,057. "Yankee" for candy. Henry Heide, New York, N. Y.

Ser. No. 57,420. "Imperial" for flour. Imperial Mills Co., Clarksville, Mo.

Ser. No. 67,273. "A-1" for canned salmon. Warren Packing Co., Portland, Ore.

Ser. No. 68,407. "Lafayette" for candy. Novelty Candy Co., Jersey City, N. J.

Ser. No. 69,014. "Comet" for breakfast food. Seaboard Rice Milling Co., Galveston, Texas.

Ser. No. 69,397. "Apex" for raisins. Rosenberg Bros. & Co., San Francisco, Cal.

Ser. No. 69,419. "Latona" for coffee. J. A. Folger & Co., Kansas City, Mo.

Ser. No. 69,422. "El Ardo" for coffee, and Ser. No. 69,424, "Comrade" for coffee. J. A. Folger & Co., Kansas City, Mo.

Ser. No. 68,198. "Famettes" for macaroni, noodles, etc. F. A. Martoccio Macaroni Co., Minneapolis, Minn.

Ser. No. 68,248. "Bright Spot" for canned fruits and vegetables, tea, etc. O. R. Piefer, Milwaukee, Wis.

Ser. No. 68,776. "De Luxe" for teas. Dwight Edwards Co., Portland, Ore.

Ser. No. 68,794. "Romeo and Juliet" for candy. Isaac Cohen, Philadelphia, Pa.

Ser. No. 68,845. "Antelope" for canned fruits. Griffith-Durney Co., San Francisco, Cal.

Peas are coming in from nearby points and range from 85 cents to \$1.25, which is comparatively high owing to short crop. A year ago packers were paying 50 cents. The quality of the current receipts is only fair.



Published every  
Monday.

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and Canada.

AND

## General Merchant

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## Latest Co-operative Movement Proposes to Establish Two Thousand Retail Stores

**National Co-operative Co., With New York Headquarters and a Delaware Charter, Offers \$50,000,000 of Stock for Sale and Promises to do Great Things. Will Produce and Sell at Retail and While Saving Consumers Thirty Per Cent. Will Still Make \$15,000,000 Net Profit.**

Another plan to do away with the middleman, eliminate the retail grocer and both save and make money at the same time, has just been launched in New York. It is using large space in the daily newspapers to advertise itself, and talks and sounds big. The name of the concern whose plan this is is the National Co-operative Company, and it is incorporated under the laws of Delaware for \$50,000,000 capital. Some very well known names are mentioned in connection with it, among them Dr. Charles H. Parkhurst, the reverend reformer, and John D. Crimmins, the financier. The farmer element has been taken care of by getting in N. P. Hull, past master of the Michigan State Grange, and J. A. Sherwood, master of the State Grange of Connecticut. Stock is offered for sale at \$10 per share.

The National Co-operative Company proposes to produce and manufacture all sorts of stuff, chiefly food products, which it will then sell through its own retail stores. It proposes to establish 2,000 retail stores, and also hopes to own 100 cold storage houses, many canning factories, 2,000 refrigerator cars, and 2,000 live stock cars. And the profits—the profits that the ardent and eager promoters of this latest candidate for failure exceed belief. The following extracts from the prospectus are thoroughly worth reading:—

### CO-OPERATION THE CURE FOR THE HIGH COST OF LIVING.

The high cost of living in the United States is largely caused by excessive profits of those who come between producers and consumers, together with the waste and deterioration in general farm products from being handled by three or four middlemen, each one making a profit, and, in many cases, being placed in storage several times before finally reaching the consumer, and the lack of proper cold storage facilities in the cities and in the country. If the producers could sell their live stock and general farm products direct to the consumers without the intervention of any middlemen, both parties to the transaction would profit. It is not, however, advisable to eliminate live-stock salesmen in the large receiv-

ing centers, as these men are necessary to establish value of live stock in the interest of both producers and consumers.

The exorbitant prices paid by consumers for meats and general farm products have not only not benefited the producers, but have lessened the buying powers of the consumers. It is of vital importance to the entire population to form a National Co-Operative Company, which will both eliminate the middleman and encourage the producers to breed and fatten more live stock and raise more general farm products—enabling them to obtain better average prices, thereby assuring the public of ample and regular home supplies at much lower prices than they are now paying as the population of the United States increases. The fact must be appreciated that supplies are not keeping pace with the increasing population, and, unless the people assist, not by talk, but by becoming shareholders in the company, in a few years the necessities of life will be as dear as gold. This cannot be done in a small way; it must be done in a big way and by producers and consumers joining hands to help one another. The problem, therefore, is how to bring about this direct dealing? The answer to the problem is, Co-Operation.

### OPERATIONS OF THE NATIONAL CO-OPERATIVE COMPANY.

The objects of the National Co-Operative Company are to retail meats, their usual by-products and general farm products at prices stripped of the profits of middlemen in their own retail shops in the large cities; to establish cold storage plants at centers which are available for receiving, accumulating, assorting and distributing general farm products, the idea being not to withhold products for higher prices, but to keep an even supply available for purchasers; to establish abattoirs in the large live-stock centers for handling cattle, sheep, lambs, calves, hogs and their by-products and their distribution direct to the retail shops; to establish factories for canning various kinds of meats and farm products and the making of soups. The retail shops can be put in complete working order within three months after sites are secured. Three packing plants, now available, can be obtained with which to begin operations.

### ESTIMATED COST OF PLANTS AND EQUIPMENT AND CASH WORKING CAPITAL REQUIRED.

It is assumed that the business will require packing plants in the large receiving centers. There will also be needed at least 100 cold storage houses, 3,000 electric motor vans, 2,000 retail shops and canning factories. The railroad equipment will consist of 2,000 refrigerator cars and 2,000 live-stock cars. The estimated total cost of the foregoing is \$23,000,000, which is the capital

required for what might be called the plant.

In addition to the cost of the plant there will have to be provided working capital for the purchase of live stock, products generally, advertising the stock of the company, wages and operating expenses and holding goods in storage. This working capital should be large and amply sufficient to cover all contingencies and the amount is placed at about \$22,000,000.

### FINANCIAL PLAN BASED ON POPULAR SUBSCRIPTIONS.

Because of the magnitude of the operations involved it is necessary that a large amount of capital be employed; but to obtain this capital in the ordinary way, through bankers and underwriting syndicates, would be to put an unnecessary tax upon the enterprise. It is proposed, therefore, to fix the capital stock at 5,000,000 shares of \$10 each, and to solicit popular subscriptions, but to limit the subscriptions of each person to not more than 1,000 shares, so that no one individual will have a greater interest in the Co-Operative Company than the sum of \$10,000; and in order that this state of affairs may not be changed, it is proposed that there shall be no transfer of stock permitted at any time which will make the holding of any individual greater than 1,000 shares, except as hereinafter mentioned. Each shareholder shall be entitled to only one vote without regard to number of shares owned. No proxy voting.

### DIVISION OF PROFITS EARNED.

It is proposed that surplus profits earned available for dividends shall be divided as follows:—

First.—There shall be paid to all stockholders of record at the end of each fiscal year a dividend of 7 per cent. per annum.

Second.—Fifteen per cent. of the surplus remaining after payment of the 7 per cent. dividend shall be distributed among the employees of the company, in proportion to the wages earned by them during the current fiscal year.

Third.—After allowing for the foregoing two classes of dividends, one-half of the remaining surplus profits shall be divided among the shareholders of record at the close of the fiscal year pro rata on the amount of their purchases during that year.

Fourth.—The balance of the profits, after providing for the three classes above enumerated, will be available for dividends to all shareholders alike, regardless of the extent of their purchases.

### ESTIMATED YEARLY PROFITS.

In estimating the profit on live stock, the average price of cattle sold in Chicago (the largest market) during 1912, the average prices for hogs and sheep in Chicago for six and seven years respectively, and the retail prices of three of the principal retail meat shops in New York City were taken as a fair and reasonable basis, and after allowing for every conceivable expense and figuring to sell the beef, pork and mutton and the by-products of same in the retail shops of the company at about 70 per cent. of the price quoted by the three shops referred to above, the company would make a profit considerably larger than we intend to use as a basis of calculation. But we will estimate the yearly profits at the low sum of \$15,000,000, which amount includes the estimated profits on general farm products after providing for reserve fund, depreciation of property and advertising.

Upon the basis of \$15,000,000 annual net profits, the dividends upon \$50,000,000 would be as follows:—

First—7 per cent. to all shareholders .....	\$3,500,000
Second—15 per cent. of balance for employees. ....	1,667,500
Third—One-half of balance pro rata upon purchases .....	4,916,250
Fourth—Remainder to all shareholders alike ....	4,916,250

\$15,000,000

This dividend of the fourth class is over 9 per cent. upon the capital of \$50,000,000, after payment of a preferred dividend of 7 per cent.

### HOW FAMILIES WILL BENEFIT.

It is estimated that a family now spending \$500 yearly for meats, eggs, butter, poultry, vegetables, fruit, etc., could buy the same quantity and quality for about \$350, thereby the estimated immediate cash saving would be about \$150 each year. In addition, out of surplus profit earned available for dividends, they would receive dividends on investments as shareholders, and their proportion of surplus profits pro rata on the amount of their purchases, and in consequence have something coming in at the end of each year, instead of all going out and nothing coming in.

### PRELIMINARY ORGANIZATION.

A Supervisory Committee, made up of men in whom the public will have the utmost confidence will oversee the organization of the National Co-Operative Company, and select the Board of Directors for the first year, at which time the duties of this committee will cease.

### PERMANENT ORGANIZATION.

(a) Board of Directors.—The Board of Directors of the company will be made up of men of experience in the live-stock trade, staple groceries and general farm products, together with representatives of the consumers and producers, and it will be the aim of the company to have good business men act as directors from each of the large cities, so that the people will know their interest is well looked after.

(b) Executive Committee.—The Board of Directors will select an Executive Committee from among their number to have charge of the business of the company except when the Board is in session.

(c) Executive Officers.—The executive officers will consist of a chairman of the Board of Directors, a chairman of the Finance Committee, a chairman of the Executive Committee, a president and five vice-presidents, each of whom will have the management of one or more departments, subject to the direction of the president, who will have the general supervision of the entire business.

(d) The Board of Directors will appoint a secretary and treasurer. In addition to the officers selected by the Board, the president will subject to confirmation by the Board, appoint such other officers and agents as shall be deemed necessary for the transaction of the business of the company.

All officers and employees will be on a strictly salary basis and will not be allowed to participate in the earnings of the company, either directly or indirectly, beyond their dividends as employees, or as shareholders, thus assuring the public that the profits, after expenses are paid, will be available for dividends.

### ORGANIZATION EXPENSES.

In addition to the labor already done and the money already spent



connection with the organization of this company during past years, there are labor and services necessary to be done and rendered, money which has already necessarily been expended to be repaid, besides providing necessary funds for the organization expenses, all of which are necessary to properly organize the company so that it be and continue a body corporate and ready to start as a going concern. In full payment for such labor done and services performed by the organizers and services to be rendered until the company is thoroughly organized, the company will deliver to William Wallace Brauer (representing the organizers), on demand, 350,000 shares of its stock fully paid and non-assessable, and ten per cent. of the capital as and when received, to be distributed pro rata between himself and his associates who assisted in organizing and financing the above, in lieu of any further consideration.

#### PUBLICITY BUREAU.

To present properly the prospectus of this company to the public, it is necessary to maintain, while procuring the necessary working capital, a publicity bureau, and through it to procure proper advertising throughout the United States in the press, to print and publish the prospectus, to mail the same and disseminate other necessary information to the public for such purposes. This expense it is impossible to estimate with accuracy, but it is not estimated that it will be large, and the expense is to be paid by the company out of the moneys first subscribed as and when received. This department will also pay the usual commissions necessary for the sale of stock.

#### FUNDS OF THE COMPANY.

All moneys received from the sale of stock will be immediately deposited to the credit of the company in National banks.

#### METHODS OF SUBSCRIPTION.

Subscriptions for stock should be sent to the head office of the National Co-Operative Company, Woolworth Building, 233 Broadway, New York City, N. Y., and to such other places as the company may designate, in any of the following terms: By check, by postal money order or by express money order. Checks should be made payable to the order of the National Co-Operative Company. Temporary receipts for paid subscriptions will be issued, exchangeable for regular stock certificates on completion of the organization.

#### A WORD TO THE PEOPLE.

No person can become a member of this Co-Operative Company unless he or she first becomes a stockholder. If it is the will of the people that this company shall be formed, and the high cost of living reduced, then the subscriptions for stock should be made at once, and no person should wait to see what somebody else does, for it is not possible to form this company except by popular subscription. This sentence cannot be too strongly emphasized, or made too plain, for it is of vital importance to the welfare of not only this generation, but of those to follow, and it is hoped that the people will give it their most serious consideration.

The headquarters of the National Co-Operative Co. are in the Woolworth Building, 233 Broadway, New York. The chief promoter is W. Brauer, a cattle exporter.



## The Lard That Sells Best SIMON PURE LEAF LARD

PACKED ONLY IN PAILS

Armour's Simon Pure Leaf Lard is the choicest lard that can be manufactured. It is rendered from the "leaf" fat, the choicest fat for lard in existence—a genuine leaf lard. Call your customers' attention to its flakiness, its snowy whiteness. Guarantee its absolute purity. Tell them it makes pastry light and fluffy and easy to digest.

The Store Sign shown above is FREE to Armour dealers

Let us send you this sign so you can put it in a prominent part of your store. It will increase your sales of Simon Pure Leaf Lard.

Armour's "Shield" Pure Lard, "Vegetable" and "White Cloud" substitutes, are all famous for their fine quality and sure to please your customers. You can secure the best lard trade by *pushing the sale* of **Armour's Brands**, which are sure to give most satisfaction and win trade for you as they have won it for us.

### Special Offer to Grocers

We have a special proposition for you. We will *pay* you to work for us to increase *your* sales. This is co-operation that means extra dollars for you. Write us at once for full details.

**ARMOUR AND COMPANY**  
CHICAGO



#### WHAT TO TELL CUSTOMERS

"Simon Pure Leaf Lard is absolutely guaranteed by Armour & Company. It has no equal for making light and delicious pastry."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## The Jobber's Right to Sell Boarding Houses

**A Pennsylvania Retailer Finds New York Jobber Doing It and Calls Him Down. The Correspondence. Discussion of Question, Are Boarding Houses Consumers?**

The always mooted question as to the wholesale grocer's right to sell consumers, meaning particularly boarding houses, finds new facts to feed upon in a case brought to the attention of this journal by a valued subscriber in Monroe County, Pa. His letter is as follows:—

—, Pa., June 5, 1913.

To the Editor,  
Philadelphia, Pa.

Dear Sir:—I have been a reader of your valued paper for many years and have always been impressed with its fairness in matters pertaining to the business of jobbing and retailing groceries and kindred lines.

For your information and criticism I inclose a carbon copy of letter written to the largest wholesale grocers in New York, and would be glad if you would state this matter from the standpoint of the retailer.

Of course, you will not mention names or towns for obvious reasons, but I believe I have stated the matter fairly and want to know how other merchants feel about it.

A few years ago Monroe County had a good though not very well organized Merchants' Association. It was conceded by all to be valuable to its members, but the customary apathy of 90 per cent. of the members allowed it to die, and this in face of the fact that some members had stated in open meeting that they had collected as much as a hundred dollars in a single year through their membership.

Thanking you in advance for your comments on above, I remain,  
Yours respectfully,  
\* \* \*

The letter of complaint which this correspondent sent the New York jobbers referred to was as follows:—

—, — & Co.,  
New York, N. Y.

Gentlemen:—I yesterday gave your agent an order for some groceries and also an order for cigars.

He immediately after called up on the local phone a customer of mine in a small boardinghouse in the mountains. I supply him practically all his goods during the season, using my credit to carry the house.

I conclude that your agent's call there was to sell him goods. This makes me ask the question as to your policy of selling goods direct to the consumer when that consumer is not a grocer.

Your agent a year ago told me you would not sell direct to the consumer, but that you had been selling — Brothers for many years. This fact I knew and made no objection to your continuing that, though I believe it is unfair to the grocer who is obliged to pay the expense of doing business, the State tax and all the other things from which the consumer is exempt.

The fight by the jobber for his existence is the same fight which the retailer is having.

If you as a jobber think the manufacturer should not sell to the retailer, surely you will admit the fairness of the grocers' contention that the jobber should not sell direct to the customer of the grocer.

Won't you let me have a statement of your policy in this matter and thus prevent any misunderstanding in the future?

Yours truly,  
\* \* \*

The question here is not—has the jobber the right to sell consumers.

Practically all jobbers admit now that he has no such right *if the manufacturer has no right to sell retailers*.

In other words, if there are to be any divisions and restrictions whatever, and one of those divisions or restrictions confines the manufacturer to selling jobbers, then certainly there should be another one confining jobbers to selling retailers. That is hardly a debatable question any longer, for practically everybody concedes it.

The question raised by the above correspondence is different. It is whether boarding houses are consumers. The jobber who sells them will contend that a boarding house that sells meals is a dealer who buys to sell again, and he therefore has a perfect right to sell to him. The retail grocer contends that a boarding house is a consumer, and belongs to the retailer.

The question has never been settled and probably never will be. It can hardly be denied that a boarding house does resell the groceries it buys, though not in the same form. It is equally true that it is not exactly in the position of a private family, because it is in a business which involves the sale of merchandise. There are things to be said on both sides.

As to all these questions the writer has always been inclined to be more liberal than many persons who have views on the subject. We have always had more or less sympathy with the man who contended that there should be no divisions or restrictions in the distribution of goods, that the jobber should have the right to sell anybody, consumer or not, who can

buy the quantity, and that the manufacturer should have the right to sell any retailer—or any consumer, for that matter—who will buy largely enough. This view, however, is repudiated by a large number on both sides, but the writer has always stood ready to back with a modest wager the opinion that within a comparatively few years that plan will be in universal use.

### How Food Prices Have Varied in Last Five Years.

**Official Figures Showing Comparisons in Most Food Staples. Surprising Steadiness in Many Lines.**

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

June 13, 1913.

The average of prices received by producers of the United States for staple crops increased about 4.3 per cent. from May 1st to June 1st, which compares with an increase of 1.2 per cent. in the same period a year ago and an average increase of 3.4 per cent. during May of the past five years. On June 1st prices of staple crops averaged about 28.0 per cent. lower than on like date of 1912, 5.1 per cent. lower than in 1911, 9.2 per cent. lower than 1910, and 17.3 per

cent. lower than 1909, on like date.

The average prices for meat animals decreased about 3.7 per cent. from April 15th to May 15th, which compares with an increase of 1.5 per cent. in the same period a year ago. On May 15th prices of meat animals averaged about 10 per cent. higher than on like date a year ago, 27.7 per cent. higher than two years ago, and 4.0 per cent. lower than three years ago.

The average prices received by producers of the United States for articles named, on dates indicated, according to reports made by correspondents of the Bureau of Statistics of the United States Department of Agriculture were about as follows:—

	June 1, 1913	June 1, 1912	June 1, 1911	June 1, 1910
Corn, bushel.....	60.6	82.5	55.1	65.2
Wheat, bushel.....	82.7	102.8	86.3	97.1
Oats, bushel.....	36.0	55.3	34.7	43.0
Buckwheat, bushel.....	70.8	84.8	70.1	73.7
Potatoes, bushel.....	55.2	119.7	63.3	37.4
Butter, pound.....	25.5	24.8	20.3	24.1
Chickens, pound.....	12.0	11.1	11.0	12.4
Eggs, dozen.....	16.9	16.7	14.5	18.1
Hay, ton.....	11.30	17.54	13.16	11.80
	May 15, 1913	May 15, 1912	May 15, 1911	May 15, 1910
Hogs, 100 lbs.....	\$ 7.45	\$ 6.79	\$ 5.72	\$ 8.59
Beef cattle, 100 lbs.....	6.01	5.36	4.59	5.23
Veal calves, 100 lbs.....	7.17	6.23	5.68	6.30
Sheep, 100 lbs.....	4.91	4.74	4.51	5.79
Lambs, 100 lbs.....	6.66	6.16	5.74	7.16
Milk cows, each.....	54.80	45.63	44.54	42.38
Horses, each.....	145.00	144.00	146.00	148.00
Cabbage, 100 lbs.....	1.58	2.98	1.38	2.77
Apples, bushel.....	.94	1.29	1.40	1.27
Beans, bushel.....	2.18	2.52	2.17	2.17
Onions, bushel.....	.87	1.77	1.29	1.0
Sweet potatoes, bushel.....	.93	1.19	1.04	.82
Timothy, bushel.....	1.76	7.16	5.24	.....
Peanuts, lb.....	.047	.049	.048	.05
Maple Sugar, lb.....	.123	.116	.....	.....
Maple Syrup, gal.....	1.081	1.088	.....	.....

HOLT.

## Government Says We're in for Meat Shortage

**Last Six Years Have Witnessed Thirty Per Cent. Falling Off in Supply of Meat Cattle. Drop of Thirteen Per Cent. in One Year in Amount of Government Inspected Meat. How Prices Have Advanced.**

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

June 12, 1913.

During the week the Department of Agriculture has issued a strong warning that the country is facing a sharp shortage in meat. According to the Department, the shortage in the supply of meat-producing animals in the United States is steadily becoming more pronounced, and it is evident that the country is facing an era of short production of meat. In the last six years there has been a decline of over 30 per cent. in the number of beef cattle in the country, while the population and the conse-

quent demand for meat have increased. According to estimates of the Department of Agriculture, the beef cattle in the country on January 1, 1907, numbered 51,566,000 and at the beginning of the present year the number was only 36,030,000.

More than half of the meat produced in the United States is slaughtered under Government inspection. A decrease of over 1 per cent. is shown in the number of animals killed under this inspection in the first three months of this year as compared with the same period of last year.

The year 1912 was a year of high prices for all classes of food



animals, as is evidenced by the greatly increased average prices of stock at Chicago, the representative market of the country. The average price of cattle (five steers) for 1912 was \$7.95, against \$6.50 for 1911, or an increase of 22.31 per cent., while the average price of range steers was still higher, being 31.58 per cent. The average price of hogs in 1912 at the same market was \$7.55, against \$6.70 for 1911, which is an increase of 12.69 per cent. Similarly the average prices of sheep and lambs rose from \$3.95 and \$4.00, respectively, in 1911 to \$4.55 and \$7.10, respectively, in 1912, which is an increase of 15.19 per cent. for sheep and 20.34 per cent. for lambs.

Unfortunately, when prices of stock are high, as was the case in 1910, there is a natural tendency for farmers to rush everything salable to market, including immature animals and, worst of all, culling animals. This inevitably brings about a future shortage, and the country suffers from alternate periods of comparative and extreme stringency, while producers often lose heavily through the instability of prices.

With our diminished production in the face of the heavy demand and high prices of the home market, we no longer have a surplus for export, and it is no wonder that our export trade in meat animals and products has declined heavily. Our once great trade with England in cattle and fresh beef has disappeared, and the only considerable amounts now shipped to foreign markets are prepared hog products such as bacon, hams and lard. England is now drawing its imported beef supply mostly from Argentina, and its supply of mutton and lamb from Australia and New Zealand as well as Argentina.

HOLT.

A few cantaloupes are coming from California, but they are very small, though of good flavor. The price is around \$3.50, with a fair demand. Florida cantaloupes range from \$1.50 to \$2.50.

**ELTON J. BUCKLEY**  
Editor "Grocery World and General Merchant"  
Attorney and Counselor at Law  
643-648 Land Title Building  
Philadelphia, Pa.

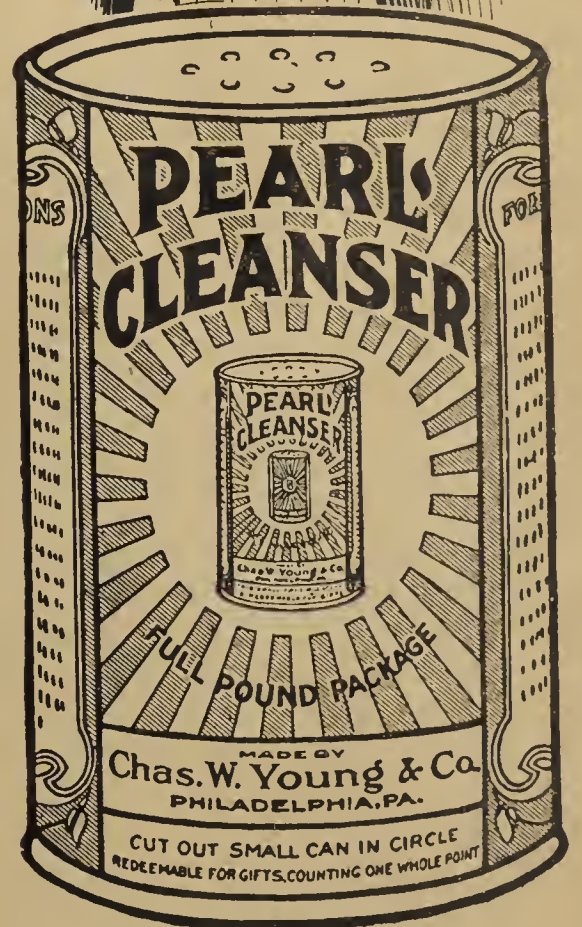
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## Women Prefer Pearl Cleanser

to any other, because it combines all the "soapiness" and all the "scouring power" that can be put into a cleanser, yet *does not scratch*. Full pound in every package.

We redeem the fronts of Pearl Cleanser cartons for high-grade gifts, so your customers have an additional inducement to keep on buying Pearl Cleanser—each sale at a good profit to you. Start your customers on Pearl Cleanser and you'll be surprised how soon it becomes your leading seller.



### CHAS. W. YOUNG & CO.

Makers of Soaps of Merit

ESTABLISHED 1877

PHILADELPHIA



#### WHAT TO TELL CUSTOMERS

"Notice this can of PEARL CLEANSER is a full pound; it will scour more things without scratching them or hurting the hands than any cleanser I know. Cut the little can out of the front of the big one and save it—this gift book shows you why."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



# WITH THE EDITOR

An interesting description of the latest plan to eliminate retail grocers and other middlemen appears in another column. It is the National Co-operative Co., a Delaware corporation with \$50,000,000 capital, whose stock is offered at \$10 a share to all who believe they should like to get along without the grocer.

This is not only the latest but is apparently the largest of many enterprises launched in this country during the last twenty years to reduce the cost of living by saving the middlemen's profit. Every one has mentioned in its prospectus the fact that the English co-operative societies flourish like the green bay tree and pay regular dividends, ignoring the vital difference between conditions in England and conditions here. Every one of the schemes launched here died. Not one even got within sight of success, not one lived more than a very few months.

The writer confidently predicts the same failure for this latest enterprise, for two reasons. The first is that its very nature, as revealed by the prospectus published elsewhere, will prevent it from getting anywhere at all unless it can start big. It is not a scheme that can begin small and work up. This means heavy subscriptions at the start, which we venture to predict will not be forthcoming. Somehow the American people have never seemed to be very hungry for such things, and what hunger they had in the beginning has been killed by the repeated failures.

The second reason for predicting failure is that the new scheme is being exploited in a way which makes it look remarkably like a fake. For instance, in discussing the saving that the concern hopes to make consumers, this statement is made: "It is estimated that a family now spending \$500 yearly for meats, eggs, butter, vegetables, fruit, etc., could buy the same quantity and quality for about \$350, thereby the estimated immediate cash saving would be about \$150

each year." In other words, this new company proposes to sell goods 30 per cent. lower than the average retailer, and still make \$15,000,000 yearly *net* profits! Of course such a thing could never in the world be done and the representation that it can, leading to the sale of stock, is a false representation.

The bill introduced in the Pennsylvania Senate last week, and briefly referred to in last week's Harrisburg letter as requiring retail grocers to register, should never pass in its present form. Information obtained about the bill is that it is part of a plan to enable the State food authorities, the Federal food authorities and the Health authorities, by working together, to enforce all the food and health laws more strictly than any of the three have been able to do alone. Grocers will be compelled to register, and if the present plan goes through, to pledge themselves in writing to obey the rules and regulations of State Federal and Health departments. The latter provision is the one that should never go through in its present form.

The retail grocery trade have never had any particular complaint as to the regulations issued by the State Dairy and Food Department. In the main they have been reasonable and in entire accordance with the law. Not so much can be said of the Federal food regulations, many of which, in the beginning, went far outside their legal authority and were later modified.

The regulations of the Health Board have always been a thorn in the retailer's side, and if he is obliged to pledge himself in advance, to obey them under penalty of having his license revoked, he will be largely helpless against what may become gross oppression. Health Boards in general, and the one in Philadelphia in particular, cherish the delusion that they are beholden to nobody, that under the general statutory permission to "make such regulations as they may deem necessary," they

can go as far as they like, even to making totally unnecessary regulations against a *part of a class*. These bodies are never run by practical men, but by political doctors; they trade upon the belief that the courts will uphold all they do because it is in the interest of the public health.

The conscientious grocer is willing to obey every law, or regulation under the law, which is constitutional and legal, but he is not willing and should not be asked to obey anything else. The proposed law should contain a provision like this: "Provided, that such rules and regulations are in conformity with law."

The "Grocery World and General Merchant" wonders how well the trade realize how completely the highest court in the United States

has turned the trade in all lines over to the price cutter. Practically everything that a manufacturer has done, or can do, to protect prices and assure the retailer a living profit has been pronounced illegal. It is hard to see what now remains to restrain excessive competition and avoid the evils that it is bound to bring: "Excessive" competition because in almost all lines there are too many competitors. Where there are too many competitors only two things can be done: First, keep prices up by combining and thus eliminating rivalry; or, second, let prices go where they will. The first course means a fight with the United States Government, and the second means destruction, for where ten men fight for what at best can only sustain five, it is as certain as anything can be that those who get it are not going to get it at a profit.

The condition which the Supreme Court has created, wherein a manufacturer must stand by and see cutters slash his product to the point where a large part of the trade will refuse to handle it, very probably means the sharpest fight the trade has ever known, with the "survival of the fittest" waiting in the background. Perhaps in the

end it will be a good thing—for the survivors—to get rid of the factor which the trade can do without but it will not be a pleasant sight for those who dread the sight of blood.

Unless the Quaker Oats Co. which admittedly controls the American oatmeal industry, has been using its power in illicit and monopolistic ways of which this journal knows nothing, the writer expects the suit brought against it by the Government to fail. The facts of the suit appear in another column.

If the Quaker Oats Co. has not used its power in illicit and monopolistic ways, but has won its business merely by being the largest factor, then the suit against it is the first to squarely raise the question, is it illegal to become large and thus to dominate the market? There are two ways in which a manufacturer, or a merchant, may become the dominant factor in his line. He may buy in his competitors, and become perhaps the only factor. Or he can leave his competitors alone and by strict attention to business grow so much larger than they are that he dominates them. The Government evidently thinks that the first way constitutes a monopoly, for it is exactly what it is attacking the Quaker Oats Co. for doing.

Nobody has yet had the temerity to contend that the second way is illegal, and anyone who did contend that could be clapped in an insane asylum at a moment's notice. It is not a crime in this country to succeed so well that you outstrip your competitors, even though you outstrip them so far that put together they represent only 10 per cent. while you represent 90.

How is it possible for one of these methods to be legal and the other illegal, when both produce the same result? If the crime consists in merely being the largest and therefore the dominant factor in the field, energy and enterprise are no longer possible, commercial growth will disappear and we will have a race of commercial pigmies

The Latest Blow at the Retail Grocer.

The Government Suit Against the Quaker Oats Co.

Turned Over to the Price Cutter.



head of the giants that we have. Such a thing is not conceivable. The Government cannot win the case, or any other like it, unless it can show, not that the power is possessed by a manufacturer, but that it has been exercised in some monopolistic way.

The egg candlers of Philadelphia, who have never struck before, so far as could be learned, went out last Monday for better wages and shorter hours. They ask \$18 a week, a fifty-hour week, time and time for extra hours, a Saturday half holiday, recognition of the union and the closed shop. Naturally there aren't so many egg candlers and only about a hundred implicated in the present strike. They earn about \$15 a week. The significant part of the newspaper accounts of this little and in the respects insignificant strike, is the following sentence, which appears in all in about the same words: "C. O. Pratt has been named as organizer."

C. O. Pratt is a professional labor agitator. He came to Philadelphia

several years ago to foment a strike of the Transit Co's employees, and he has been hanging about the city since, doing what he could whenever the way opened, to array employed against employer. The writer ventures the guess that the egg candlers' strike was conceived and carried out in Mr. Pratt's fermenting brain, whose activities may have been stimulated by the fact that he needed a job.

The world holds no greater pest than the professional labor agitator—the man whose trade it is to foment strife, to arouse friction between worker and employer for real or fancied causes. The man who does such things for wages is a contemptible creature, hardly less to be despised than the human thing that trades on women's shame. The writer knows nothing about the condition of the egg candlers. They may be oppressed, they may deserve relief, but the fact seems to remain that they got along all right until professional creators of discord came among them. Surely a laboring man cannot be said to be very deeply discontented when he needs to be told of his discontent.

## How Much Do You Get From Your Clerks?

suppose if there is a thought feeling more nearly universal in another among merchants, it is the desire to get the maximum service out of employees. That doesn't mean the desire to overwork them, but the desire to inspire them with such interest in their task that they will give their best involuntarily.

There are various ways of doing this. Some large employers use what they call "welfare work"; others try profit sharing and variations on profit sharing, while others seek to accomplish it by giving employees as little consideration as possible, by docking them when they are sick or on a vacation, in short, by giving them exactly what they have agreed to and the weight of a hair more.

Generosity is always a good business investment, especially with clerical employees. In fact I know of no other case in which it brings

such large returns. The employee who feels that his employer is generous, big-hearted, and fair, with a constantly exhibited impulse to "treat him white," is going to work for that employer with a warm impulse of affection and loyalty that the employee not so treated never feels at all. Many conscientious employees who are not treated generously feel under a duty to do, but duty to do is a poor substitute for will to do.

Mr. C. W. Post, of the Postum Cereal Co., sends me a copy of an address of his on "A Peaceful Industrial Family." Mr. Post is a red-eyed enemy of certain of the methods of union labor and has spent a lot of money to say so, but nevertheless his own labor conditions would seem almost ideal. One can see why by reading the address, particularly these extracts:—

A good many years ago I adopted the plan of placing in the savings bank every month 5 per cent. extra

on the wages of every factory employee who had passed his or her first year, and this was continued through the second year. Then at the end of this second year the employee was presented with the savings bank book with the amount to his credit and subject to his check.

One of our old and most highly esteemed employees some years ago started to light a plumber's torch, and it blew burning gasoline all over him. No one knew that somewhere the brass pipe had received a knock, causing a little leak, and no one could have stopped the accident.

It cost us over \$1,600 to carry George through about six months in the hospital with doctors and nurses. He was given twenty minutes to live on two occasions, but he came through, and is with us yet, a fine example of the intelligent, high-grade, loyal workman, and we have always felt grateful that we had enough money to help him out in his time of dire need. This is only one example. Thank fortune, we have very few which in any way approach it.

Our rule is that whenever an accident occurs—finger jammed, a fall downstairs or what not—the operative is at once taken to the hospital, put under competent care, the

wages go on just the same, and he is returned to his job without having lost a penny.

Houses of from five to seven rooms were planned by a competent architect. The greatest economy was observed, consistent with substantial construction, and only one house of a given type of architecture was permitted on any one block. The same type might be reproduced on blocks further away. This preserved individuality—most important to the general plan.

Then workmen who had been in their employ at least a year (thus proving desirability) were offered selection of homes. There were many different plans to select from, and the only restrictions were desirability of individual and ability to meet the monthly payments.

When the buyer moved into his new home he paid down the money for the first month, which was 1-100 of the total cost of the place; for instance, if the house and improvements cost \$700 and the lot \$200, a total of \$900, the buyer paid on the start \$9, and a like amount each month.

The homes were sold at prices ranging from \$800 to \$3,000 on written contracts, deed in fee simple to be delivered to buyer when last payment was made.

## Sell Advertised Goods to Increase Selling Speed

ANYTHING that will shorten the process of waiting upon customers will give your sales clerks more time to wait upon more customers. The accepted answer to this selling problem is—advertised goods.

Advertised goods remove the necessity for argument. The purchaser knows advertised goods, knows N. B. C. goods, has confidence in them and buys them. Advertised goods eliminate argument and so save lost time.

By one move—the selling of advertised goods—your clerks can sell to three or four people in the time it formerly required to sell to one. Prove it yourself—sell N. B. C. products—they are nationally known—their quality is automatically repeated in every package or pound. Stock a good assortment of the well-known In-er-seal Trade-Mark packages and the familiar glass-front cans.

## NATIONAL BISCUIT COMPANY



This is what I call business generosity. In a way it is selfish generosity. But whatever you call it, whether the motive be selfishness or sheer beneficence, the fact remains that the employer who uses such methods is going to have good men fighting to get with him and to stay with him. If other employers are less generous, he is sure to have constantly and continuously, the pick of the labor market.

The employer, large or small, who never shows any real generosity toward his employees, and whose manifest aim is to get all he can out of them and give as little for it, would find in his men's hearts, if he could open them to the light, a cold dislike which kills efficiency like an acid kills a rose. Such an employer never has any real conception of how men can work.

E. J. B.

## The New York Letter

**Hearings on New Net Weights and Measures. Large Variations Hoped For. Damage Charged in Goods Shipped by Parcels Post. Carter-Macy Colored Teas to be Destroyed. Various Trade Items and Market Summary.**

Special Correspondence of "Grocery World and General Merchant."

New York, March 12, 1913.

Representatives of many food associations and of large packers appeared this week at the hearings given in this city on the new regulations which are to be made for enforcing the net weight amendment to the Federal food law. This amendment provides for the marking of the weight, measure or numerical count on the outside of all packages containing food products sold in interstate commerce.

The hearings were conducted by officials of the three departments of the Government which will have charge of the administration of the law, namely the Agriculture, Treasury and Commerce departments.

Among the associations whose representatives appeared at the hearing were the National Wholesale Grocers' Association, the American Specialty Manufacturers' Association, the new National Food Committee recently formed at Atlantic City, the New York Produce Exchange, associations of bottlers, ice cream manufacturers, confectioners, brewers, wine and spirit traders. The Corn Products Co. and the Pillsbury Flour Mills Co. were among the individual companies represented.

The speakers appearing for the various companies and associations were unanimous in assuring the Government officials of cheerful support in the administration of the law. The general sentiment was that the regulations for the honest marking of net weights and measures will be welcomed by legitimate packers, most of whom have in the

past, without the stimulus of a law, marked all their packages with the correct weight or measure.

Much emphasis was placed, however, on the need of giving a broad latitude to the tolerations to be made. It was explained that because of variations in climate and conditions of handling there are necessarily variations in weight and measure of various products after they leave the factory. One speaker argued that manufacturers and packers should not be held responsible for any changes in weight after the product reach the hands of the buyers, that is the wholesale or retail dealers.

Arguments were also submitted for having the new regulations of the Government harmonize as much as possible with those of New York State, whose new net weight law will soon be operative. It was explained to the officials that various trade associations are interested in getting uniform laws on the subject in all of the States, since the differences in the laws, especially as to labeling, are a cause of much confusion, inconvenience and expense.

The suggestion was made that as to the size of type to be used on labels one-ninth of an inch in height be adopted as the standard and that by 8-point type be meant 8-point face and not 8-point body.

In behalf of the flour trade, Geo. H. Zabriskie, of the New York Produce Exchange, gave his views as to tolerances for evaporation. He said that 3 per cent. would doubtless cover the loss by evaporation on packages of flour exceeding 98 pounds in weight, but on smaller

packages the evaporation might be as much as 5 per cent. He pointed out that sometimes flour in small packages is kept in hot windows exposed to the sun or in stores kept very warm even in winter, and this makes a difference in the amount of evaporation.

O. C. Moore, of the Pillsbury Co., said that any fixed tolerance might work some injustice. The millers cannot seal their packages and are helpless to prevent breakage and loss in various ways.

In behalf of the Corn Products Refining Co., an interesting statement was made by T. B. Wagner, who said that his company for a number of years has been stamping the weight or measure on all of its packages. He related in detail the methods adopted by the company to overcome difficulties. Improved automatic weighing and measuring machines were devised in order to assure accuracy.

Special difficulty was encountered in measuring and weighing syrups as variations were caused by a number of factors such as the temperature of the room, the specific gravity of the syrup and the speed of the filling machines. The engineers of the company succeeded, however, in getting up new machinery which provide the maximum of accuracy.

Jellies, jams and preserves show little loss when put up in glass, but much more when packed in wooden kit. There would be a distinct loss in weight in one of the latter packages after being exposed a week in a retail store.

As to cornstarch, he called the attention of the officials to the variations caused by different degrees of moisture as influenced by atmospheric and other conditions. The moisture of American cornstarch varies from 12 to 15 per cent. while the commercial moisture of potato starch from Europe is 18 per cent.

The hearings which began Monday closed Wednesday. The departments at Washington will receive briefs, however, for some time to come and may also give personal hearings to any companies or individuals who wish to present their opinions.

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The criticisms of the breakage and damage to food products sent by parcels post is beginning to make itself heard with considerable emphasis. Not only large compan-

ies but small dealers and individuals complain of the service. Your correspondent has heard of some instances in which retail grocers have tried to use the service and have given it up because of the condition in which supplies arrive.

One grocer had a friend who conducts a hennery of sufficient size to ship the grocer an adequate supply of fresh eggs. So many of the eggs were broken in the parcels post, however, that he is now getting the eggs by express.

In another instance a grocer ordered some choice butter sent him in small crocks by parcels post. The butter arrived in a melted and mushy condition, having evidently been placed near a stove in transit.

The Merchants' Association has addressed a letter to the Postmaster-General with suggestions for eliminating some of the trouble of the service and improving its value to shippers. The association urges that the zone system be abolished or that it be modified so that there will not be more than two or at most three zones.

Another suggestion is that the insurance rates on the shipments be lowered.

A third suggestion is that the department dispense with the distinctive stamps, as it would be much more convenient for business houses to use the regular postage stamps.

Finally, the association asks that the department devise some system of containers for small packages so that the contents of such packages will not be broken so often as at present. It is pointed out that many business houses have ceased to use the parcels post service on account of the breakage.

\*\*\*

The Carter-Macy teas are to be destroyed after all the litigation that has been going on to save them. Judge Cox, of the United States District Court, this week denied the second application of the importers for an injunction to restrain the collector of customs from destroying the 2,200 packages of Formosa teas which had been seized.

The judge held that the prior decision of the Circuit Court of Appeals was final. The court said that the action of the Tea Board, forming part of the Board of United States General Appraisers, was really final as to the question of tea standards. It mattered not



teas were of the finest grades  
r imported, the decision of the  
Board settled the matter.

The importers claimed that the  
Board decided erroneously,  
hout proper evidence and on  
nical points. According to the  
porters, the teas were above the  
uired standard.

Lawyers say that according to  
decisions of the courts, refusing  
interfere in the case, there is  
lly no appeal from the Tea  
ard to the courts, no matter how  
grant an error may be made by  
Board.

\*\*\*

A number of manufacturers of  
proprietary articles are completing  
s week the organization of the  
tional Fair Competition League.  
veral conferences have been held  
this city in the last week. The  
porary executive committee in-  
des W. K. Kellogg, of the Kel-  
g Toasted Corn Flakes Co., and  
T. Welch, of the Welch Grape  
ce Co., in addition to a number  
manufacturers in other lines of  
de, including the automobile and  
ch industries.

The object is to study the inter-  
s of the manufacturers of adver-  
specialties and try to protect  
se products and their trade-  
rks. The price-cutting question  
l the recent decisions of the  
rts are to be carefully studied  
l the progress of the Kellogg  
l other pending cases will be  
atched closely. It is expected that  
League will endeavor to obtain  
ys for the protection of trade-  
rked articles and to change pub-  
sentiment, if possible, so that it  
ll be more favorable to propri-  
y articles and their manufactur-

Permanent officers are to be elec-  
l during the week.

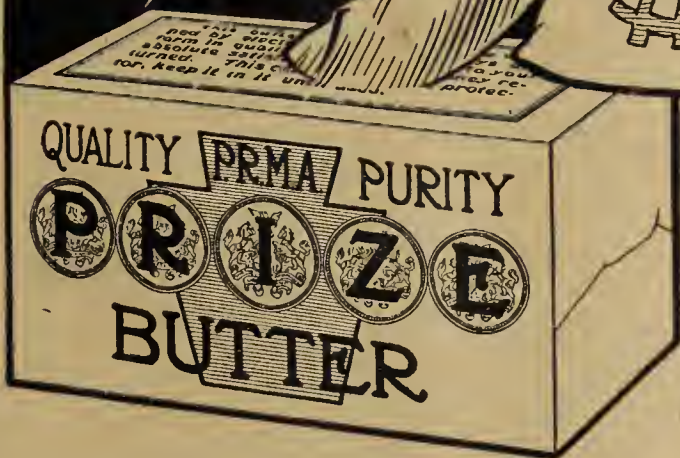
\*\*\*

A new co-operative scheme has  
en launched in the form of the  
tional Co-operative Co., organ-  
d with authority to issue stock to  
e amount of \$50,000,000. The  
ices are in the new Woolworth  
ilding.

John D. Crimmins, the well  
own banker, heads the super-  
sory committee. Several officers  
agricultural associations are on  
e committee, also several social  
orkers.

The stock is offered for public  
le. The company proposes to es-  
lish cold storage plants, ware-  
uses and retail stores and to sell

# THERE'S MONEY IN IT FOR YOU



Grocers often lose trade because of butter that is not uniform in quality and flavor; customers are pleased one time and disappointed the next, so they shop around and no one can depend on their trade. PRIZE BUTTER overcomes this trouble; our enormous facilities enable us to guarantee its uniformity of both *quality* and *flavor*. You can recommend PRIZE BUTTER to your customers with confidence; it will please them this week, next week and *always*. This means you can secure a big, steady volume of sales from satisfied customers, in fact, you will do the big butter business of your town if you'll push the sale of PRIZE BUTTER. We pack PRIZE butter in carton, tub or print, and color and salt it to suit your trade. Let us know your requirements.

## P. F. BROWN & CO.

39, 41 and 43 South Front Street

PHILADELPHIA



### WHAT TO TELL CUSTOMERS

"PRIZE BUTTER is rich, pure butter, made in the finest dairy section of Pennsylvania. We get it fresh daily and can guarantee it in every respect. You'll like its flavor and quality better than any butter you've ever tasted. Try it"

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants





## A New Hot Weather Beverage Your Customers Will Appreciate

ICED WILBUR'S COCOA is the most delicious, most refreshing of all Summer drinks. It's a welcome "change" from iced tea, iced coffee, lemonade and carbonated soft drinks. It is wholesome, nutritious and easily digested. It is something more than a cold drink. WILBUR'S COCOA contains real refreshment for nerves that are exhausted by hot weather, consequently it is more "satisfying" than other beverages. The right way to prepare ICED WILBUR'S COCOA is explained in our Recipe Book, "COOK'S TOURS THROUGH WILBURLAND." Send us the names and addresses of good customers: we will mail this booklet to them with the coupons that will send them to your store to buy WILBUR'S COCOA. The result will be increased sales for you because the booklet contains 59 recipes for cooking, baking, candy and dessert making with WILBUR'S COCOA.

**H. O. WILBUR & SONS, Inc.**  
**PHILADELPHIA**



### WHAT TO TELL CUSTOMERS

"You won't know the most delicious of all summer drinks until you try ICED WILBUR'S COCOA."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

meat products, farm products and food of various kinds direct to consumers.

A large block of the stock and other rights are reserved to the promoters of the company.

\*\*\*

Much satisfaction is expressed in the West Side trade over the organization at Atlantic City of the new National Food Conference which is to work for uniformity in Federal and State food laws. The American Specialty Manufacturers' Association took the initiative and about all of the important associations are represented in the new body.

The manufacturers say that the worst thing possible in food laws is to have a divergence which requires different labels and makes other different requirements in various States, causing trouble and expense.

\*\*\*

The Post Office Department has been investigating the operation of the parcel post service. A committee of officials of the department met during the week in the rooms of the Merchants' Association and heard the statements of large shippers who are shipping thousands of packages by parcel post each month.

The witnesses expressed in the main satisfaction with the service, but made suggestions for improvement.

One criticism was that the packages or containers are frequently broken and the contents lost. It was suggested that the present style of mail sacks should be changed to something else so as to avoid breakage. The shippers said that the kinds of containers that get broken in the mails are safely sent by express.

Other suggestions were for extending the service in various ways. The Merchants' Association, which comprises a large proportion of the business men of the city, is actively interesting itself in the plans for extending and improving the service and is co-operating with the department by supplying information.

\*\*\*

The New York Weights and Measures Department has been making some investigation, as bearing on the question of weights and measure law, and the natural shrinkage in food products which such laws would have to take care of. The object of the investigation has been to learn how much cheese



inks in cold storage. The two varieties chosen for the experiment are American or Cheddar style and Limburger, these being typical hard and soft cheeses, respectively.

Mr. J. P. Brown, of the Utica Cold Storage, put aside two lots of five boxes each of Cheddar cheese for observation; Mr. J. E. Stacey, of Stacey Storage, at Little Falls, put aside two lots of five boxes each of Cheddar cheese, and Mr. J. Karlen, of Karlen Storage, at Rome, put aside two lots of five boxes each of Limburger cheese.

Some of the Cheddar (American) cheese was paraffined and the Limburger was wrapped in two different ways, namely, with parchment, waxed paper and tinfoil and with only parchment and waxed paper.

An analysis of the results obtained show that:—

At the lower temperatures the shrinkage is least and the soft cheese shrinks the most.

The unparaffined cheese shrinks out double the amount of the paraffined during the same period.

The smaller sizes show a higher percentage of shrinkage than the larger sizes.

The tendency is toward a greater shrinkage in the cheese which is in contact having the most exposed surface.

#### SUMMARIZED MARKET CONDITIONS.

Spot coffees are quiet. Santos is quoted in a wide range according to qualities and other factors. Buys continue indifferent and this is due in part to the lack of life in options. There is little activity in mild grades and concessions could be had on any desirable business.

There is only a light movement in refined sugar. Withdrawals have been retarded somewhat by the cool weather that prevailed in the early part of June. It is expected that when warm weather really arrives and stays more active conditions will be noted. The tariff uncertainty is a factor, however, in keeping the wholesale grocers conservative in their purchases. All interests quote 4.20 cents for fine granulated.

Some brokers report a better movement in teas, but the general situation continues quiet. Large quantities can be sold only at concessions. New Japans are meeting

(Continued on page 16.)



## No Dust or Dirt In Parke's Gold Camel Ceylon-India Tea

Tell your customers to examine **Gold Camel Tea** when they open it and see how clean it is, free from dust, dirt and other matter that would spoil its flavor. All our tea is scientifically cleaned before being packed.

### It Will Pay You to Push the Sale of This Tea

**Parke's Gold Camel Ceylon-India Tea** is a very high grade of real Ceylon-India of unusual strength and fragrance. It is sure to please customers who want the best and becomes the leader among package teas wherever introduced. The red, blue and silver package makes a beautiful and conspicuous display on your shelves and sells on sight. **Parke's Gold Camel Mixed Tea** is a popular blend because of its fine flavor and rich amber color. The carton makes it a handy package for you and guarantees its quality and condition.

### PARKE'S STAMP LINE

includes Coffee, Tea, Baking Powder, Spices, Bluing, Ammonia, etc., all steady sellers because of quality and Parke Stamps, which are redeemable for thousands of beautiful premiums.

## L. H. Parke Company

232-234 Market Street  
PHILADELPHIA, PA.

638-640 Grant Street  
PITTSBURG, PA.



### WHAT TO TELL CUSTOMERS

"I can sell you either a strong Ceylon-India Tea or a milder mixed Tea and guarantee the flavor, if it's Parke's. When you open this Tea notice how clean it is—no dirt and sticks, but all pure, fragrant Tea. Save the Parke Stamps."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s  
Department Food Stores, Dover, N. J.

**Don't Copy Yourself.**—Years ago there was issued by the "English Board" copy books a series of headlines in "copper plate" that was considered perfection in penmanship and which the pupil was supposed to reproduce as nearly to the original as possible.

The copy might read: "A Man Is Known by His Company," and this had to be written say 12 times in 12 spaces—one page. The trouble was to keep from copying your own copy when you got down to the sixth line.

We'd forget to look up to the original. So it is with many of us fellows in business. We are inclined to copy ourselves instead of keeping a keen eye on the ideal.

\*\*\*

**Think.**—That word "think" is a great word. Great because it means so little. It doesn't mean "play ball"—play ball is work. It means obeying your brain. Every man back of a counter gets impressions good, bad or indifferent about the firm, the manager, the floor man, yes, and even himself.

The more you think the swifter impressions. But you've got to take care of these impressions or the thinking apparatus will become congested.

Write out or speak out ideas as they come to you. It's out of order to "speak" them out, well and good—get them down in the "think" book anyway.

You just recall the fellows that have gone ahead that you personally know and you'll recall chaps that hollared when things weren't right and dug in when things were to be dug and jotted down things worth jotting. Think.

\*\*\*

**If I Were Boss.**—If you were Boss you'd do a whole lot of things that you think would be a good thing for the business. You'd fire certain men whose ability may be known only by the Boss himself. You'd put on more delivery wagons and you'd hire more help so that the firm would about break even

at the end of the year. You'd have on hand at all times everything that people call for so that thousands of dollars of dead stock might be included in the inventory next January. You'd open an account with lots of "nice" people who buy big and whose bill would be placed on the "N. G." list at the end of the financial year. You'd cut prices right and left and swell the volume of business so beautifully that the little rubber stamp that reads "2 per cent. ten days" on all bills would be put out of business. These are some of the things that some of you boys think you'd do—*if you were Boss*. Better go on your way, do your duty faithfully and follow the leader. He knows where he's at. He's doing a respectable business, paying you respectable wages and expects you to follow out his "safe and sane" policy. Do it.

\*\*\*

**He's a Willing Fellow.**—If I were you I'd try to get that reputation. It may not sound very "smart," but it's a good asset. Being willing doesn't merely imply that you just get up and do as you're told. The willing fellow sometimes sees the necessity of doing the other man's work and does it without a murmur. The willing fellow buckles in when occasion demands it. The sorehead stands by and says he isn't paid for that kind of work.

One day a vacancy is open and the firm casts around for a man that somehow or other always seemed to forget whether he was or was not paid for what he did and the "willing fellow" went up a peg.

Thus the game is played. Thus the law works.

Moral: Forget what you're paid to do in business.

\*\*\*

**"Be True To Thine Own Self."**—What a sermon in these half dozen words. Being true to yourself, acting with honor and honesty at all times you're true to your employer, true to your friends, true

to the world. Can anything stop a fellow getting along that holds up and acts to an ideal like that? To be dishonest is to play the fool. It shows that no rational thought has been given to the rule of life. The commonest reasoning will tell you that a thief sometime, somehow, somewhere, has to pay the penalty. There's nothing in it. In God's world to-day there is absolutely no excuse for deliberate dishonesty. The trusted employee that discharges his duty with a clear, clean conscience, while literally surrounded with temptation, is surely the noblest work of the Creator. "Be true to thine own self and it must follow as the night the day thou canst not then be false to any man."

### Quaker Oats Co. Sued by Government as Monopoly.

**Charges Control of Ninety Per Cent. of Oatmeal Supply and Violation of Sherman Law. Government Claims Company Had No Right to Buy Great Western Cereal Co.**

Another anti-trust action which has to some extent been foreshadowed and expected was brought by the United States Government at Chicago last Wednesday against the Quaker Oats Co. The charge is that the defendant is conducting a monopoly in derogation of the common rights of the people of the United States.

The Government petitions the court to decree the Quaker Oats Co., "in and of itself," to be illegal, and to enjoin the company from engaging in interstate commerce in oatmeal products until its alleged monopoly has been abandoned. Pending final hearing of the case, the petition asks for a temporary injunction to restore competition at once.

The following are named as defendants: The Quaker Oats Co., the Great Western Cereal Co., Henry P. Crowell, Robert Stuart, James K. Douglas, John Stuart, A. Stamford White, John P. Walling and Joy Morton, all of Illinois; J. R. Nutt, Cleveland; James H. Andrews, Akron, Ohio, and Whiting G. Snow, Montclair, N. J.

The desired injunction would remain perpetually in force and be suspended temporarily only when the defendants had shown they were complying with the decree. It could be reinstated at any time the Government showed the de-

fendants were violating the anti-trust act.

In 1889, it is declared, ten cereal manufacturers entered into a pool. In 1891 most of these concerns were absorbed, it is added, by the American Cereal Co. In 1901 this corporation was acquired and later succeeded by the present Quaker Oats Co., whose contract in 1911 with the Great Western Cereal Co. is described as the final act of monopoly.

### AMONG THE TRADE.

Creditors filed a petition to have Frank W. Sterner, of this city, adjudged an involuntary bankrupt. Creditors and claims are: Birdsong & Co., Inc., \$1,628.43; Birdsend Brothers, \$106.02, and the Franklin Baker Co., \$111.11. Sterner is a wholesale dealer in confectioner's supplies who has been on the ragged edge for a long time.

Morton F. Craven, the brains of the Eastern Provision Co. and the defunct Consolidated Egg Yolk Co., who has been under indictment in both Federal and State Courts for many months charged with selling foully rotten eggs as food, was tried in the Federal Courts on that charge last Monday and pleaded non vult, which is usually treated as the equivalent of a plea of guilty. He was fined \$200. He is still to be tried in the State Courts.

Mr. R. E. Tongue, the well known Philadelphia dealer in glassware, etc., was on Wednesday elected Grand Sachem of the Pennsylvania State Order of Red Men. John E. Poore, secretary of the Grocers' and Importers' Exchange, was elected representative to Supreme Council.

### THE NEW YORK LETTER

(Continued from page 15.)

with a fair inquiry to replenish stocks in the retail trade, but the country is buying as a rule only to supply current needs.

A quiet demand for rice continues. The wholesale grocers are conservative and refuse to anticipate future requirements. Prices are firm.

Packers have not withdrawn quotations on future canned vegetables because of the late cold snap and so it is supposed that the damage was not extensive, although the



ing season may be delayed a  
e. String beans are said to have  
the chief sufferers in New  
k and the Middle West.  
ned tomatoes of good quality  
said to be getting a little scarce  
he spot market. Buyers are  
ng 82½ cents for unlabeled  
k that is well up to the stand-  
the price being f. o. b. Balti-  
e. It is possible to get some  
olies, however, at 80 cents.  
ure tomatoes are dull and firm.  
re is some business in spot peas  
quotations. Other lines are  
t, both spot and future.  
alifornia canned fruits of all  
ls on the spot are meeting with  
air demand at quoted prices.  
thern fruits are steady but not  
much demand.

dried prunes in the spot market  
firm and this is true also of the  
er chief lines of dried California  
ts. Spot apricots are especially  
ng. The market is strong on  
prunes on the basis of 4½  
s f. o. b., bulk basis, for 60s  
os, with premiums of 1 to 1½  
s on the larger counts.  
he flour trade is quiet. The re-  
ements in the old crop are well  
and on the new crop flour the  
ers cannot or do not offer suf-  
nt discounts to attract trade.  
ing wheat patents are held  
dily and sellers say that there  
ot much chance of the patents  
ng any lower.

butter is steady with moderate  
ling. There was a slight ad-  
ce early in the week which  
cked speculative buying to some  
ent. A great deal of butter is  
ng into store, however, on re-  
ers' account. The extras are  
ng 28 cents and on some  
s a fraction more. Firsts range  
n 27¼ to 27¾ cents. Seconds  
to be had at 26 to 27 cents.  
cess ranges from 24½ to 25½  
ts.

Eggs are arriving in liberal  
ntities but the quality of much  
the receipts is irregular and un-  
satisfactory. Buyers are conserva-  
e and particular on grading.  
ere is a fair amount of specu-  
ve buying. Some fresh graded  
gs are to be had at 19 to 19½  
ts, but extras and extra firsts  
ge from 21 to 21½ cents. Most  
the current receipts are sold at  
to 19 cents. Fancy grades of  
sh gathered extras bring from  
to 23 cents and the best of the  
rby eggs bring from 23 to 25  
ts.

FRED. A. MCGILL.



## FOR ALL EATING OCCASIONS



BOUILLON "HERRINGLETS" are a substantial meal at a price any one can pay, and the most delicious lunch anyone can buy at any price. They are selected little NORWEGIAN HERRING packed in delicious BOUILLON, and different from any canned fish you ever sold. Their special nature insures a big sale at a good profit to you. We guarantee them to satisfy or we'll refund your customers' money. Your customers are always looking for "something new and good in eats"—sell them BOUILLON "HERRINGLETS."

**Angus Watson & Company, Sole Proprietors**

Also Proprietors of "Skipper" Sardines

1011 Chestnut Street, Philadelphia, Pa.



### WHAT TO TELL CUSTOMERS

"BOUILLON 'HERRINGLETS' are a new eating delight—selected little Norwegian herring in delicious buillon. Try them."

**This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants**



## Experts Agree on Sauer's Flavoring Extracts

and that's why they SELL best, because they ARE best. We've built up the biggest flavoring business in the United States on PURITY and QUALITY. You are not only sure to have plenty of sales at good profits if you PUSH SAUER'S FLAVORING EXTRACTS, but your customers will be pleased, and pleased customers are the ones who come back to buy again and again.

Let us tell you about our Special Five-Gross Deal

**THE C. F. SAUER COMPANY**

Richmond, Va.

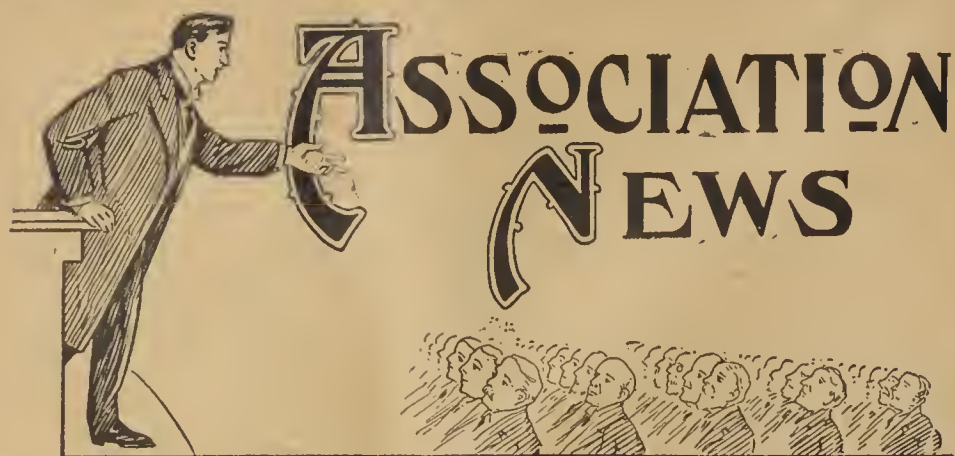


### WHAT TO TELL CUSTOMERS

"Here's the finest flavoring extract made—SAUER'S. The flavor, strength and absolute PURITY is guaranteed to the last drop."

**This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants**





#### National Wholesale Grocers' Association.

At the last day's sessions of the convention of the National Wholesale Grocers' Association at Atlantic City, the following officers were elected:—

President—O. B. McGlasson (McNeil & Higgins Co.), Chicago, Ill.

First Vice-President—W. C. McConaughy (The Star Grocer Co.), Parkersburg, W. Va.

Second Vice-President—P. C. Drescher (Mebius & Drescher Co.), Sacramento, Cal.

Third Vice-President—Robert G. Bursk (Howell & Bursk), Philadelphia, Pa.

Fourth Vice-President—A. M. Wilson (The E. S. Kibbe Co.), Hartford, Conn.

Fifth Vice-President—O. J. Moore (The C. Shenkberg Co.), Sioux City, Iowa.

Treasurer—Theo. F. Whitmarsh (Francis H. Leggett & Co.), New York, N. Y.

Secretary—Alfred H. Beckman.

Executive Committee—D. C. Shaw (D. C. Shaw & Co.), Pittsburg, Pa.; O. C. Mattern (W. M. Hoyt Co.), Chicago, Ill.; Warren Goddard (The Goddard Grocer Co.), St. Louis, Mo.; B. B. Cushman (National Grocer Co.), Detroit, Mich.; Joseph W. Bragdon (Winston, Harper-Fisher Co.), Minneapolis, Minn.; Chas. Feilbach (The Feilbach Co.), Toledo, Ohio; C. T. Wilson (Granger & Co.), Buffalo, N. Y.; William Kothe (Kothe, Wells & Bauer), Indianapolis, Ind.; Clarence E. Hanscom (Delano, Potter & Co.), Boston, Mass.

Directors—B. D. Crane (Reynolds, Davis & Co.), Fort Smith, Ark.; G. Wormser (Sussman, Wormser & Co.), San Francisco, Cal.; Justus Krafft (Haas, Baruch & Co.), Los Angeles, Cal.; Charles Hatfield (The Colorado Supply Co.), Denver, Col.; E. L. Adams (E. L. Adams Co.), Atlanta, Ga.; A. S. Pendleton (A. S. Pendleton Co.), Valdosta, Ga.; O. C. Mattern (W. M. Hoyt Co.), Chicago, Ill.; W. O. Moore (C. A. Schrader

Co., Inc.), Indianapolis, Ind.; W. F. Viehe (Bement & Seitz Co.), Evansville, Ind.; J. E. Moore (The Symms Grocer Co.), Atchison, Kan.; George W. Ferguson (Downing Taylor Co.), Springfield, Mass.; Harry K. Huntoon (Minnesota Mercantile Co.), Stillwater, Minn.; Tom Lyle (The Tom Lyle Co., Inc.), Meridian, Miss.; C. J. Schnerer (Nave, McCord Mercantile Co.), St. Joseph, Mo.; E. A. Raymond (Ridenour Baker Grocery Co.), Kansas City, Mo.; Warren Goddard (The Goddard Grocer Co.), St. Louis, Mo.; C. T. Wilson (Granger & Co.), Buffalo, N. Y.; George Jennerich (Jennerich & Von Bremen), New York City; Joseph Seeman (Seeman Bros.), New York City; H. S. Reynolds (Wm. T. Reynolds Co.), Poughkeepsie, N. Y.; Chas. Fielbach (The Fielbach Co.), Toledo, Ohio; R. E. Hills (The V. T. Hills Co.), Delaware, Ohio; O. D. H. Halsell (Williamson, Halsell, Frasier Co.), Oklahoma City, Okla.; D. H. Crocker (Crocker Grocery Co.), Wilkes-Barre, Pa.; D. C. Shaw (D. C. Shaw & Co.), Pittsburg, Pa.; J. Grant Schwarz (Witman, Schwarz Co.), Harrisburg, Pa.; Geo. A. Midwood (H. Midwood's Sons Co.), Providence, R. I.; Geo. M. Jackson (Orr, Jackson & Co.), Nashville, Tenn.; A. M. Nalley (Nalley Grocery Co.), Austin, Texas; F. D. Beveridge (Harvey, Blair & Co.), Richmond, Va.; J. C. Lang (National Grocery Co.), Seattle, Wash.; S. S. McClintock (McClintock, Trunkkey Co.), Spokane, Wash.; E. H. Moore (Shattuck & Jackson Co.), Parkersburg, W. Va.; W. Hoffman (John Hoffman's Sons Co.), Milwaukee, Wis.; T. F. Branham (Eau Claire Grocery Co.), Eau Claire, Wis.; Gilbert Tullock (Miner, Reid & Tullock),

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The Executive Committee met immediately after the meeting adjourned and elected Alfred H. Beckman as secretary.

A long list of resolutions was adopted, the following being the substance of the most important:—

Opposing any requirement under State or National compulsory weight

ESTABLISHED 1808

# John R. McFetridge & Sons

## Printers and Publishers

### FINE CATALOGUE AND COLOR WORK

No. 927 Arch Street, Philadelphia



or measure branding laws that the weight or measure be branded upon shipping cases, temporary containers the consumer never sees, but favoring the enforcement of these laws is applied to the individual package.

Favoring that all goods sold by weight should be sold by net weight and urging those manufacturers and producers that have not already done so to adopt the net weight basis recommended by our Uniform Tares Committee.

That the Publicity Committee be continued permanently; that its publicity work be vigorously advanced.

Whereas, It appears in the experience of merchants everywhere that the public utterly fails to comprehend the true work and need of efficient mercantile channels and commercial methods;

Resolved, That this association, representing the tax payers and National food distributors favors the establishment of vocational schools or the popular study of such questions or the introduction in the public schools of studies relating to industrial and business affairs in order that these fundamental questions of commerce may be commonly understood.

Whereas, If we are to continue to increase our foreign trades, especially in South America, following the opening of the Panama Canal, and join in the unification of the practice among the commercial nations, no factor is more fundamental or important in our modern movement to place industry and commerce upon a scientific basis than a simple system of weights and measures international in its character; and

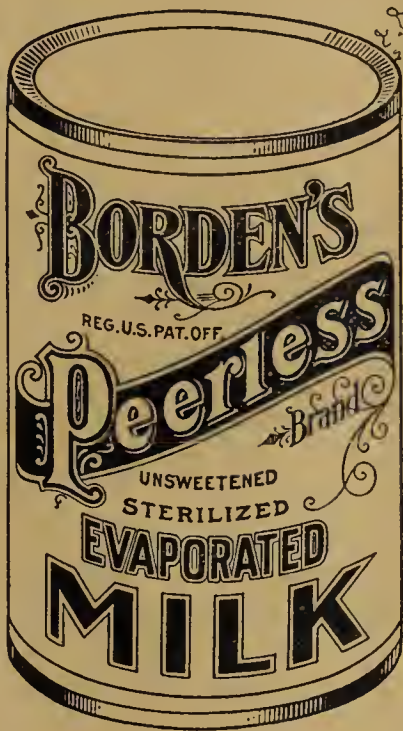
Whereas, The experiences of most of the nations of the world shows that the transition to the international metric system need present no difficulty greater than these regularly encountered in industrial changes of process, equipment and materials; and

Whereas, The widespread teaching of the metric system in the schools, the diffusion of the system in our text books, its use in laboratories and shops, its legalizations for all transactions by the Federal Government, its use in Porto Rico and the Philippines for all purposes, its use by the Government in all scientific investigations and in the medical work of the War and Navy Departments, the United States Public Health and Marine Hospital Service and its use in all electrical measures. In view of all these facts; be it

Resolved, That we reaffirm our position taken at St. Louis last year and urge the Pure Food Legislative Committee of the incoming administration to continue this work with all vigor along lines educational to the wholesale grocer, the retail grocer and the consuming public, looking to the eventual compulsory legal adoption of the metric system in simplification not only of the interstate, but international commercial transactions.

In addition to the regular resolutions, the association voted unanimously in favor of continuance annually of a canned food week in which all branches of the trade shall boom the consumption of canned goods.

The matter of next year's place of meeting was left with the Executive Committee. Chicago, New York, Mobile, Ala.; Charleston, S. C.; Niagara Falls and Minneapolis are rivals for the honor.



## How About Vacation Time and Camp Life

This is the time of year when mountains, seashore and camp are loudly calling. **Borden's Peerless Brand Evaporated Milk** forms a part of the equipment of every family who spend annually these few months seeking rest and contentment near to nature. See to it that you call your customer's attention to the convenience, cleanliness and safeness of **Borden's Peerless Brand Evaporated Milk** during the hot weather. It can be used for every purpose where ordinary raw milk is used. It is a big relief to feel sure of your milk supply when in camp or on vacation. **Borden's Peerless Brand Evaporated Milk** being made from the highest grade raw material, by careful and sanitary methods of manufacture, offers to your customer a safe and wholesome, absolutely pure milk supply.

**Do not take any chances with baby's milk supply when in camp or on vacation**

Impress upon your customers the necessity of providing a safe and sterile food for baby during the hot months, or when away from home, or in temporary, changed or strange surroundings. Many times this is the direct cause of baby's digestion being upset, and an anticipated pleasant and restful vacation is thereby turned into an anxious and unpleasant one. **Eagle Brand Condensed Milk** affords at all times and under any circumstances a pleasing and safe food for baby. More babies have been reared successfully upon **Eagle Brand Condensed Milk** than upon all other infant foods combined.

## Borden's Condensed Milk Co.

*"LEADERS OF QUALITY"*

Established 1857

NEW YORK



### WHAT TO TELL CUSTOMERS

"When you buy **BORDEN'S BRANDS** you get a finished product that is safe and uniform, which has been made in surroundings and by methods that are the most perfect types of cleanliness and sanitary handling."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants





# THE GROCERY MARKETS

## Tea.

The tea market is substantially unchanged for the week. New Japans are a little firmer, they having opened weak, as reported at the time. Spot teas show no change for the week, and the demand is light. The market on most old teas is in buyers' favor.

## Coffee.

The market for Rio and Santos, barring a few of the higher grades, is still very sick and weak, and shows a further decline of  $\frac{1}{2}$  cent for the week. Everybody seems to have lost faith in the market, and even the large operators, if they can be judged by their actions, seem to be letting the situation take its own course. One thing appears most likely—that the market will not advance again unless it has artificial support. Mild coffees are also weak in sympathy, although the primary markets both for Brazils and milds are steady to firm. Java and Mocha steady and unchanged.

## Sugar.

The market for refined sugar remained unchanged during the greater part of the week, but on Thursday advanced 10 points. This was not because raws showed any advance, for they did not, but probably because the summer demand is beginning to open, and the refiners have not made much money for several months.

## Syrup and Molasses.

Glucose is unchanged for the week. Compound syrup is dull, as usual at this season, and prices are unchanged. Sugar syrup and molasses quiet at ruling prices.

## Fish.

Mackerel is dull and unchanged in price. The market has been sick now for a considerable time and shows no sign of recovery at this season. Cod, hake and haddock are dull and unchanged in price. Salmon is fairly active at unchanged prices. Domestic sardines are practically unchanged, though some packers are talking a 5 or 10-cent advance. Imported sardines are still scarce and high. The new tariff bill increases the duty on the large tins of French goods so as to cause an advance of slightly over \$2 per case. There is a reduction

in the duty on olive oil, however, and a further reduction of duty on the small French tins which will amount to about 50 cents a case.

## Canned Goods.

The continued cool weather has made the new tomato season even later—probably three weeks late at the present time—but this will not necessarily mean anything, for the season can make it all up if conditions are favorable. Prices on both spot and future tomatoes are steady and unchanged; demand moderate. Corn on spot, meaning cheap grades, is about  $2\frac{1}{2}$  cents higher; other grades of spot corn are unchanged and dull. Both spot and future peas are unchanged. The pack in this section will be partly a failure, owing to unfavorable crop conditions. Packers who since they started in business have made full deliveries will this year deliver only in part. The Eastern pack, however, only amounts to about 10 per cent. of the whole, so that the situation is not vital. Apples are in good demand at ruling prices. California canned goods are unchanged in price and in fair demand. Small Eastern staple goods are unchanged with the probable exception of spinach, which is forging upward by reason of short spring pack.

## Dried Fruits.

Prunes are unchanged and quiet with the exception of 40s, which by reason of scarcity have now advanced until they are commanding about  $1\frac{1}{2}$  cents above a proper parity with 50s. Peaches have sold very well this spring, because of the scarcity of green stuff; at present they are in fair demand at unchanged prices. Apricots are getting pretty well cleaned up and rule unchanged. Spot raisins quiet and unchanged. The new combination, which claims to control 90 per cent. of the output, is making an effort to sell futures, but is meeting with small success. The trade are afraid of the independent 10 per cent. which with past combinations has been able to do considerable harm. Currants unchanged and dull.

## Beans and Peas.

Domestic pea beans are a shade firmer and in fair demand. Marrows are unchanged and firm. Red

kidneys are comparatively much lower than others, commanding only \$2.25 in a large way. It is not so long since they sold at \$4. California limas show a further advance of 20 points, being now 6.65 cents per pound in a large way. Scarcity is the reason. Green and Scotch peas are unchanged, weak and dull.

## Butter.

The make of butter is showing considerable increase. The market, however, is firm with prices unchanged, because of the active demand both for consumption and speculation. This is absorbing the receipts on arrival, and as long as it continues there will probably be no relief from the high prices. The market is about 1 cent above a year ago and probably 5 cents above two years ago. Under grades are selling at a price which is close to the best. The nearby make, owing to the cool weather, is very large. The amount of butter which has gone into storage this year is very much larger than last year—almost double up to this time, in fact—nevertheless prices are very high, and more is going in.

## Eggs.

The market is firm and unchanged. The quality of the receipts continues very good and will as long as the weather remains cool. The market is steady on the present basis, and will probably not change as long as conditions remain as they are. Eggs are still being put into storage, and will continue as long as weather and quality stay fine.

## Cheese.

The cheese market is steady and unchanged. There is an increase in the receipts and an increase in the consumptive demand. The quality is improving owing to the ideal weather. The price of cheese will be largely influenced by the price of milk and the quotations for butter.

## Provisions.

All cuts of smoked meats, picnic, regular and skinback hams, bellies and bacon, are firm at  $\frac{1}{4}$  cent advance; consumptive demand moderate. Pure and compound lard are both firm and in good consumptive demand; prices unchanged. Bar-

reled pork is firm and unchanged with a fair demand. Dried beef firm at 1 cent advance, owing to short supply. The demand is active. Canned meats are in better demand at unchanged prices.

## INDIVIDUAL MARKET REPORTS

### Standard Canned Goods.

Returning confidence in tomatoes is one of the features in the market here and elsewhere. The buying of them last week for future delivery was fully equal to that of the week previous, perhaps larger, and the orders came from the same widely separated markets. Nearly every State east of the Rockies bought future tomatoes here during last week and the week previous not in big blocks, like they sometimes do, but in lots ranging from one to four or five carloads. Some orders were for certain brands which the same buyers have handled for years, but the majority of them were not limited to any brands in particular, just so they were well known, reliable brands with responsible canners behind the contract and 100 per cent. delivery guaranteed. The basis of the buying is the further unfavorable reports about the crop conditions throughout this section of the country, which produces the large part of the canned tomatoes packed in all the States combined, and the short time remaining to recover from the losses sustained by the killing frosts that occurred during the first half of May. The tomato market is worth watching closely from now on.

During last week spot tomatoes were more than fairly active, and they were well scattered throughout the country. Low-priced lots are being picked up, seconds of ordinary quality, as well as of standards a bit rusty or in lacquered tins, and that is always considered to be a forerunner of a larger demand for full standard goods. The jobbers, as a rule, are aiming to handle the higher quality and at more than ever, perhaps, willing to pay a fair price for what they want which encourages the canners to produce a high class of goods at reasonable cost. The scarcity of No. 10 tomatoes, and the large advance in that size helps to stiffen up the prices for the other sizes and the canners are looking for a stronger market during June and July. Spot tomatoes look safe to buy at to-day's prices.

There is no improvement in this section in the pea situation, and our canners are sorely disappointed in



outcome. It has been many years since the output of the canned article has been so small and the price so high. The canning season for that article may prove to be one of the shortest on record here, wanting the hours instead of the day's work. The pea canners in other States are not at all jubilant over the prospects in their own sections. Spinach is strong and fairly active, with an upward tendency because of the light pack. The new crop of string beans, both the green and white wax, will be due in a week or ten days, and it is reported that a light crop is the present prospect. The jobbers have commenced to buy them for shipment when wanted. Sweet potatoes are no higher, but they are firmer, and the holders have confidence in the market for them. Low-priced corn was again in fair demand last week, and the cheap price for kraut attracted some small orders for it. There were only a few unimportant changes in the other lines of vegetables last week. It looks like the crop of white cherries in this section is nearly a total failure for canning purposes, and red cherries are not very much better. Those two fruits ought to be plentiful at this time, but with a couple of exceptions, not a wheel has been turned on them. The strawberry season will last about a week longer here and they have lost something over last season to pick. The jobbers are buying them in smaller lots than usual at the opening of the season, but they are very active for all grades and prices.

New pineapples were more active last week, though large orders for them are not plentiful yet. In the other lines of spot fruits the buying was light, nothing more than the small daily orders coming in, and the quotations are unchanged. Cove oysters continue strong, with a fair demand. Herring roe is getting scarce, comparatively, because the pack is over and it was light.

THOS. J. MEEHAN & Co.  
Baltimore, Md.

#### Evaporated Apples, Etc.

A much better feeling exists amongst the local evaporated apple shippers, owing to a better demand, as well as a general firmer feeling around. The shippers are having a very good demand for immediate shipment on a basis of 5 3/4 to 6 cents for prime, 6 1/2 for choice and 8 to 8 1/2 for fancy, all in 50-pound boxes, with cartons 1/2 cent per pound higher.

Futures are firmly held owing to the favorable crop conditions on a basis of 6 1/8 to 6 1/4 cents for prime, 6 1/4 to 7 cents for choice in 50-pound boxes. The fruit is dropping quite badly in some sections and traders still consider present values only about the cost of production.

## They Pay You 75% Profit



As long as you let the shoe store sell all the shoe dressing you are losing a big volume of sales that would pay you 75% profit. Think of it, 75% profit on an article *everybody* buys. Don't think people "won't buy shoe dressing from me," they'll buy MASON'S WHITE DRESSING and MASON'S TAN COMBINATION wherever they see them. Get these sales and profits instead of letting them walk past your door. MASON'S WHITE DRESSING and MASON'S TAN COMBINATION not only pays you 75% profit, but they SELL FAST, because everybody *knows* them and almost everybody will wear *white* or *tan* shoes this season.

**REMEMBER, you buy shoe dressings to SELL them, not to KEEP them. MASON'S SHOE DRESSINGS quickly SELL, and pay you 75%**

### JAS. S. MASON COMPANY

138-140 North Front Street

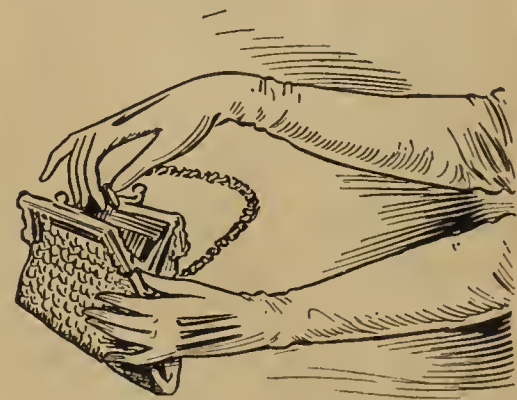
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#### WHAT TO TELL CUSTOMERS

"The beauty of white or tan shoes depends on having them spick and span at all times. Use MASON'S SHOE DRESSINGS and keep yours looking like new."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## Suits Every Pocketbook

FREIHOFFER'S EGG ELBOW MACARONI (made of real eggs and fine quality farina), is economical because it's a really nutritious food, and "a little bit makes a big lot" when it's cooked. At the same time it's as pure and good as money can buy. All classes of customers will buy it and it will please them all. Push it, because it means steady sales at good profit to you.

Freihofers Baking Company, Philadelphia.

#### WHAT TO TELL CUSTOMERS

"You couldn't buy more food value, at the price, than FREIHOFFER'S EGG ELBOW MACARONI, and, it's delicious!"

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants





Raspberries for immediate shipment are pretty well cleaned up. The market is quotable at 17½ to 18 cents f. o. b., with new goods for August-September shipment offered at 18 to 18½ f. o. b. in barrels.

C. C. HALL.

Rochester, N. Y.

#### Rice.

More seasonable weather conditions in clearing skies and sunshine have led to enlarging transactions, and more extended inquiry during the past week. Stocks are only fairly assorted, no large quantity

of any particular style is obtainable, and as resupply from primary points is difficult, prices are well sustained. The demand for Japans continues, of course, principally for the top grades, though the call is becoming more general for all grades, as buyers are beginning to see that Japans of every quality are worth while at present figures. Honduras is rapidly running out, and it now looks like a dearth of this style before the season closes. Taking all things together, the situation shows improvement.

Advices from the South, along the Atlantic Coast, reveals nothing of interest. The demand is exceedingly flat and is running more to fresh garden stuff for the moment. At New Orleans there is slightly improved condition, for while the market is dull the movement has quickened, and holders are more encouraged over the situation.

In the interior—Southwest Louisiana, Texas and Arkansas—the news is favorable. The export deal is being carried through most successfully, and everything points to a much lighter carryover than was anticipated a few weeks ago. The new crop is progressing finely, and if no untoward condition arises the output will exceed all expectations.

Cables and correspondence from abroad note rough rice market lifeless; "spot cleaned" quiet; "forward Burma" lower.

DAN TALMAGE'S SONS Co.  
New York and New Orleans.

#### Imported Fish Specialties.

Herring.—There is of course very little demand here now for Holland herring, but stocks of old fish are unimportant. From Holland they write us that stocks of old herring are pretty nearly exhausted, and so far the new fish taken are of very poor and indifferent quality and not fit for export. There being no stock of old fish available in Holland, prices for new herring are not likely to be very low, at least, in the beginning.

The first shipment of new Scotch Matjes herring has arrived, and they are of very fine quality for this early season. The first shipment consisted of only a small quantity, which went readily into consumption, at fairly satisfactory prices.

Norway herring continue to sell in a good hand-to-mouth way.

Mackerel.—There seems to be a little more animation in the Norway mackerel market, but prices do not show any improvement as yet. Irish mackerel are neglected, and of Norways the 4s are principally in demand.

Imported Oil Sardines.—In France they expect a good catch, but whether their hopes will be realized of course we cannot say at this moment. No settlement has as yet been arrived at between the packers and the fishermen, although the committee is hard at work to effect an early settlement.

In Norway the catch so far has been very disappointing.

In Portugal, likewise, the catch is unsatisfactory and Portuguese sardines are still scarce in this market.

Stockfish.—Owing to the very much smaller catch in general, and owing to the fact that a great deal less fish has been hung for stockfish this season, the opening prices for Norway stockfish are likely to be quite considerably higher than they were last season.

STROHMEYER & ARPE Co.

New York.

#### Spices.

The market only fairly active. Foreign markets were weaker, but have recovered, and prices are generally firmer. The tariff situation is still unsettled, but we believe the question of a duty on spices will be decided before long.

Pepper.—Trade demand is fair. Futures are neglected, due, we believe, to prices being higher than spot prices in effect. Stocks of pepper continue small.

Red peppers in better demand, without any change in price.

Cloves fairly active at steady prices.

Pimento much firmer and in better demand. Stocks continue small.

Mace.—The demand is very fair. Prices generally unchanged.

Nutmegs lower. Demand very fair. Present prices are safe.

Cassias.—All grades unchanged. Demand somewhat better, and will increase from now on.

Gingers in better demand at practically unchanged prices.

Green ginger root is due to arrive after next week.

Tapiocas steady but quiet.

Paprika.—Hungarian grade very firm and scarce. Spanish unchanged.

Seeds, Herbs, Etc.—Caraway in better demand. Canary continues firm. Celery unchanged during the week.

McCORMICK & Co., Inc.

Baltimore, Md.

#### Sugar.

Refined Sugars.—At the opening of the market on Thursday Franklin, McCahan, American, Howell, Federal and Warner advanced all grades to selling basis fine granulated 4.30 cents regular terms, although a large line of orders were accepted at old prices by all refiners. Some refiners were rather reluctant sellers, and in some cases restricted orders. The trade generally, however, have purchased from three to four weeks' supply on contract basis 4.20 cents, and at the close the principal refiners are firm at the advance, and have declined some business at former prices. Arbuckle continues unchanged at 4.20 cents, but may advance at any moment.

With warmer weather conditions prevailing, we look for an increased consumptive demand. Withdrawals

from now on will be heavy and with curtailed production some refiners will find it difficult to make shipments promptly.

Raw Sugars.—There is nothing new to report to-day. The market rules quiet and steady with no sales reported. Last quotations are equal centrifugals 96 degrees 3.33 cents duty paid for shipment from Cuba, and 3.30 cents landed for shipment from Porto Rico. Conditions in Cuba continue unchanged, raining in most sections causing more centrals to discontinue operations. Only 46 centrals are now grinding.

J. H. HUSTON & Co.

Philadelphia, Pa.

#### MARKET NOTES.

Strawberries are scarce and high—8 to 18 cents. This is twice what they were a year ago, and the quality is only fair. The demand is good; the season is past its height.

Georgia peaches are not coming very largely, and the quality is poor. The price ranges from \$1.50 to \$2.50, and the demand is quiet.

Watermelons are cheaper and now average 40 cents. The quality is good and the demand fair.

Corn is coming from Florida but is in very light demand as the quality is poor. The price range is \$1 to \$2.50.

Tomatoes are comparatively cheap—\$2 to \$2.25, because the supply is large and the quality poor. Mississippi tomatoes are going into New York, but none to Philadelphia as yet. They also are poor, and the price ranges from 40 to 45 cents per 4-basket carrier.

Florida lima beans are more plenty and the price is lower—\$1 to \$3.50 for the best and around \$1.50 for yellow. The demand is fair.

New Jersey cabbage is in market and averages 65 cents per basket. Norfolk cabbage is much cheaper—\$1.50 per barrel.

New potatoes are draggy at \$1 per barrel. The demand is fair.

String beans are now coming from North Carolina and Virginia and range from 75 cents to \$1 per basket.

Nearby peas are scarce, though good. Cannery are paying 60 cents per basket, but the jobbing price for the best is \$1.

## WITHOUT Fleischmann's Yeast

### Any Grocery Is Incomplete

As soon think of not carrying flour, sugar, butter, salt or eggs, as to omit *Fleischmann's Yeast* from your stock. Because whenever *Fleischmann's Yeast* is used three or more of the other products named are used too. See the added sales *Fleischmann's Yeast* makes?

THE FLEISCHMANN CO.



#### A POSSIBLE CUSTOMER

is often made by having just the particular thing he or she wants.

### MAPLEINE

is a popular flavoring. Be sure and have it in stock.

Order from your jobber or  
Frank A. Smith & Co.  
105 S. Front St.,  
Philadelphia, Pa.

Crescent Mfg. Co.  
Seattle, Wash.

## PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.

### MANY GROCERS

Find it pays them to read the "good stuff" in

The Advertising World  
Columbus, Ohio

Sample free, or four months' trial for 10 cents

John R. McFetridge & Sons

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927 Arch Street  
Philadelphia



## Amendments Wanted to Cold Storage Law.

Storage Interests Ask for Changes to Period for Storing Poultry and Butter. Wage Attachment Bill Bobs and Out.

ial Correspondence of "Grocery World and General Merchant."

Harrisburg, Pa., June 13, 1913.

A bill allowing a public market in Philadelphia, where fruit and vegetable vendors can put stands, passed the House on second reading. It is House Bill 1769, and its follows:—

### AN ACT

Making Eleventh street, in the city of Philadelphia, a public market for the sale of fruits, vegetables and produce.

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That the thoroughfare known as Eleventh street, in the city of Philadelphia, from a point beginning at Bainbridge street, running south along said Eleventh street to Reed street, and which said section of street had been intended by the original grantors to be used for market purposes shall be, and the same is hereby made a market street, and it shall be lawful and proper for vendors of fruits, vegetables and produce to stand along said Eleventh street between the points hereinbefore mentioned for the purpose of selling and disposing of their goods.

Sec. 2. Such street shall be maintained free and open for the use of public traffic by the police, and when such traffic way shall be open, the police shall not interfere or disturb the vendors or sellers of goods along said Eleventh street. being the intent and purpose of this act that Eleventh street, in the city of Philadelphia, between Bainbridge and Reed streets, shall be an open market for the sale of fruits, vegetables and produce.

Another amendment to the new cold storage law was introduced in Senate on Monday. It proposes that no cold storage food should be labeled with the day they are put in cold storage, but only within the month. The amendment extends the period undrawn goods can be stored from ten to twelve months, and the time of but- from 9 to 12 months.

A hearing was given on the Mitchell law allowing attachment of ten per cent. of debtor's wages by House Bill No. 1614, Senate No. 155) Tuesday afternoon at Harrisburg before the Senate Corporations Committee. The committee reported the bill out favorably without amendment at the evening session of the Senate, but it was re-committed on the following day.



# Franklin Granulated Sugar In Cotton Sacks



The same grade of fine GRANULATED SUGAR which we pack in FRANKLIN CARTONS, we also pack in cotton sacks of 2-lb., 3½-lb., 5-lb. and 10-lb. capacity.

This is a handy package for boarding houses and customers who want to buy sugar in large quantities for preserving and canning at home.

FRANKLIN SUGAR in bags is packed in barrels and 100-lb. bags.

## The Franklin Sugar Refining Company PHILADELPHIA



### WHAT TO TELL CUSTOMERS

"We can absolutely guarantee the weight and purity of this sugar. It's a granulated of the very finest quality that can be produced."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



It is said that an amendment will be proposed exempting from attachment wages below a certain sum.

R. C.

### CORRESPONDENCE.

#### Waste Paper Balers and Waste Paper.

Fairton, N. J., June 5, 1913.  
To the Editor.

Dear Sir:—We are considering the waste paper and pasteboard boxes. Would ask where and what is the prices paid for same and where would be the best place to get a price?

Yours truly,  
J. H. LIVINGSTON & SON.

For balers, Buckeye Baler Co., Findlay, Ohio, or Davenport Manufacturing Co., Davenport, Ohio.

To sell baled waste paper, get in touch with the Call Paper Co., 305 Florist street, Philadelphia.

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#### Why Retailers Fail.

Detroit, Mich., June 9, 1913.  
To the Editor.

Dear Sir:—Ninety-five out of every hundred retailers are just barely existing because their lack of knowledge about the details of their business causes them to overlook leaks and opportunities for success that exist right before their eyes. Their accounting systems don't give them facts on which to base their management, and they fail almost before they realize they are in difficulties.

Respectfully yours,  
F. M. PAULL.

\*\*\*

#### Wants Butter Quotations.

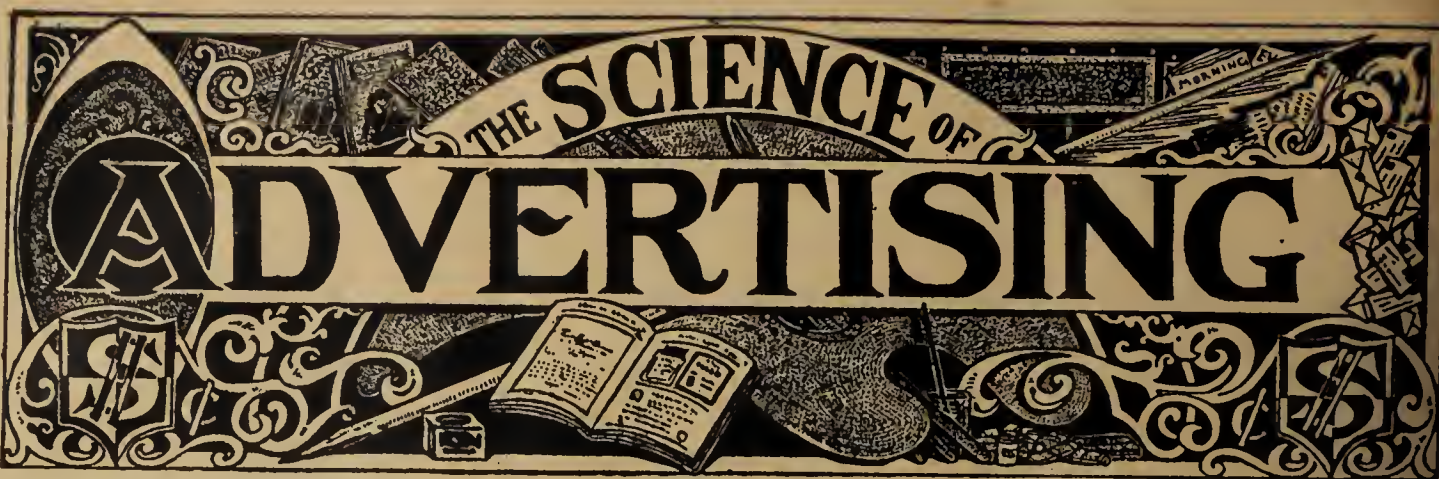
Wytheville, Va., June 11, 1913.  
To the Editor.

Dear Sir:—Will you please advise us from whom we can get regular official butter quotations. If your journal gives the desired information, please let us know, and cost of it. We have built a creamery here and to know how to make prices on butter to the retail trade is the problem we wish to solve.

Thanking you in advance, we are,

Yours truly,  
VALLEY OF VIRGINIA BUTTER COMPANY.

We advise keeping in regular touch with the New York and Philadelphia Produce Exchanges, with a view to getting them to send you daily quotations. Sometimes you can get these quotations daily from wholesale dealers. We suggest communicating with P. F. Brown & Co., 39 South Front street, and John Jamison, Water and Market streets, Philadelphia.



Darlington, S. C., May 29, 1913.  
Editor "Science of Advertising."

Dear Sir:—We are inclosing a cut of our advertisement for your criticism that we had in our county paper.

Please let us know if you approve of the style of advertising, as we often get out ads. similar to this, but oftentimes not so much matter on the same subject.

Would appreciate your letting us know what you think of it. Thanking you in advance for your attention to the matter,

Yours truly,  
ROBT. A. ROGERS.

The advertisement enclosed measured six inches deep across three columns, and occupied what appeared to be about the choicest position in the paper—at the top of the second, third and fourth columns on the local page. Here is the reduced reproduction:—

(one strong and one mild), and advertised them as being especially good for icing. Everybody recognizes that some teas ice better than others, and I would have made this distinctively an advertisement of teas for icing, not just an advertisement of several teas, all of which could be served iced if desired.

\*\*\*

If the sort of text I am advising was used, the head could be made much sharper. "No Other Tea Ices Like This Tea," is a suggestion, or "All Teas Won't Ice Well, But Taste This."

\*\*\*

Touching the co-operative advertising plan of a number of the members of the Frankford Retail

last issue we have some local advertising.

Very truly yours,  
E. J. GALLEN,  
2016 Orthodox St., Frankford.

In a supplemental note Mr. Gallen says the paper has a circulation of 15,000 copies, which of course is very good. The later copies of the paper show some improvement in appearance, although not in the quality of the paper used. Nor in the selection of the plate matter, I think.

**NOTE.**—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

#### Phenomenal Success of Canned Hawaiian Pineapple.

Not since the early days of Battle Creek, when breakfast food factories sprang up mushroom-like, overnight, has the grocery trade of the United States seen the sales of a food product increase like the sales of Hawaiian pineapple. The history of this new table delicacy reads like romance, but its absolute truth is the best part of it.

Hawaiian pineapple first appeared on the American market in commercial quantities in 1903. The output was one hundred thousand cans, or about one can to every nine hundred people. It won from the start, simply on its merits.

The public liked it so well that in 1907 over 5,000,000 cans were sold, an increase of 5,000 per cent. in four years, although not a dollar had been spent for advertising.

In 1908 the output was doubled and advertising started. Inside of twenty months the sale leaped to 20,000,000 cans. The present production is about 31,000,000 cans annually, or about enough to supply each person in the United States with a third of a can per year, and the demand is far in excess of this supply.

It is easy to see that several factors had to be combined to produce such a business. Be it said to the credit of those identified with the industry that they have followed the most advanced methods from the start. The Hawaiian Pineapple Packers' Association was formed for the good of the industry and no pains have been spared to maintain the high quality and absolute purity of Hawaiian pineapple.—Adv.

**ON THESE HOT DAYS USE**

**I-C-E-D T-E-A**

---

There is nothing more refreshing than a glass of good cool Iced Tea. Our stock of Teas is complete. We have all grades—strong and mild, also blended Teas, blended by us from the choicest grades of Ceylon, Oolong and Young Hyson Teas, which makes a mild, delightful drink. We think our India and Ceylon Teas are unsurpassed for making Iced Tea. The cup quality is excellent, and makes a good highly colored glass of Tea.

We are agents for Lipton and Tetley's High Grade Teas; also agents for Dr. Shepherds Teas, grown in the Pinehurst Tea Gardens of Summerville, S. C.

Let us have your orders for Teas. We have the stock and know we can please you. Let us know if you like strong or mild Tea.

---

**ROBT. A. ROGERS**

Phone 30    WEST SIDE PUBLIC SQUARE    Phone 13

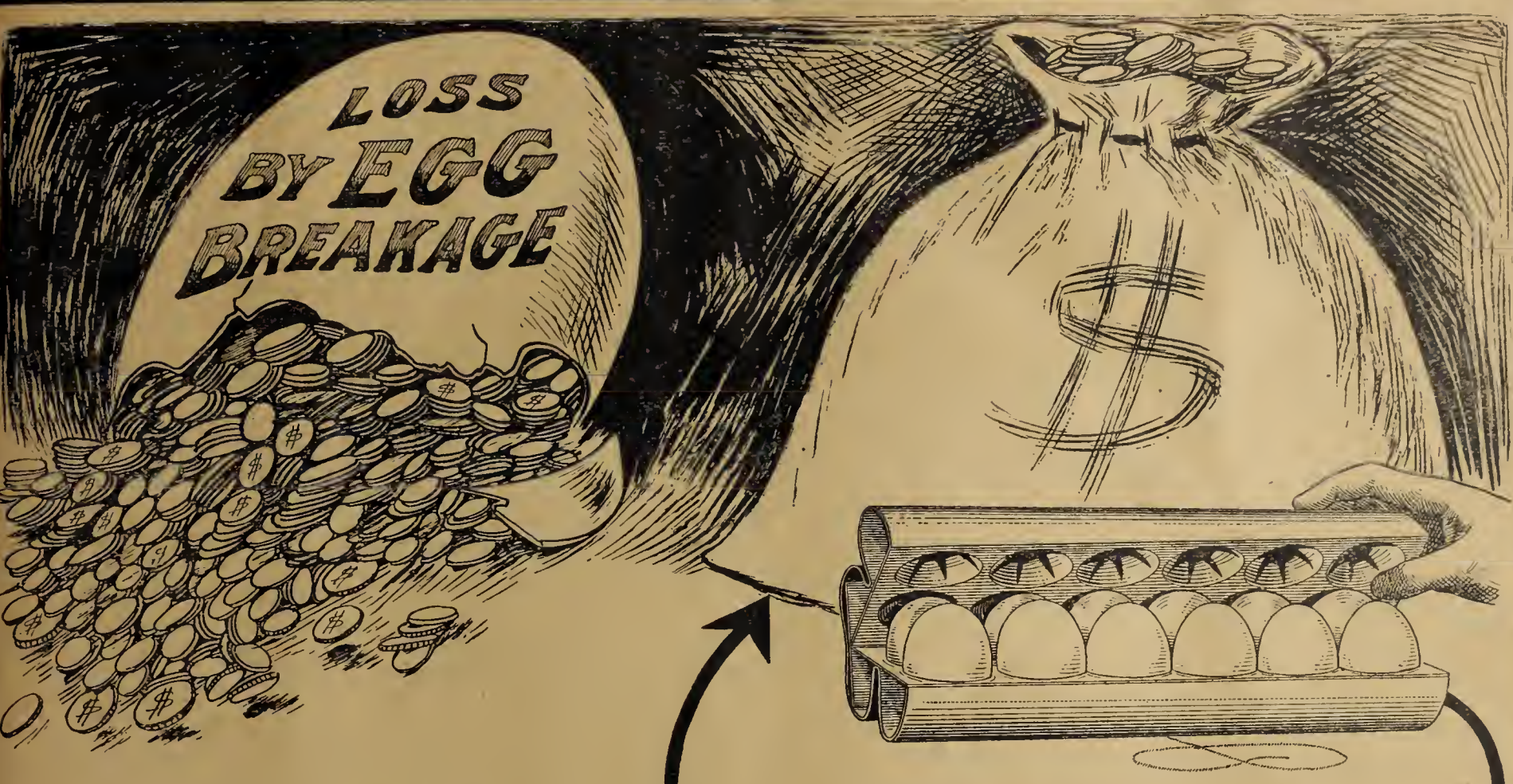
Certainly nobody can help seeing this advertisement, if he looks at that page of the paper at all; it is conspicuous and well displayed. I think the pulling power could have been improved by making the advertisement more an advertisement of iced tea than simply of tea. What I mean by that is this: I should have picked out of my stock one blend of tea, or at most two

Grocers' Association, which I discussed last week, I have the following letter from E. J. Gallen, 2016 Orthodox street, one of the "Unity Grocers" who are joining in the advertising:—


Frankford, May 29, 1913.  
Editor "Science of Advertising."

Dear Sir:—I inclose two more copies of "Unity News" so that you may criticise them all at once. We are getting good results from this paper. You will notice in the





**LOSS  
BY EGG  
BREAKAGE**



**Gain by Eggs saved**

The Secret of Making  
Money Out of Eggs is  
to Prevent Breakage  
by Using the

## Continental Safety Egg Carton

The CONTINENTAL SAFETY EGG CARTON prevents breakage because it grips each egg in a cushion-like nest. Cracked eggs displease your customers and cut down your profits: perfect, whole eggs, delivered in CONTINENTAL SAFETY EGG CARTONS please your customers, and, you *make your profit*.

The CONTINENTAL SAFETY EGG CARTON is ready for instant use, quickly and easily filled and fastened; has its own string and fastener, thus saving time and cost of string used on other style cartons.

Packed flat, 250 to the case.

Ask your jobber, or write us for FREE sample.

**Write us for Samples of Continental Paper Bags**

We have the largest paper mills in the world and the best manufacturing facilities. Either for price or quality

CONTINENTAL PAPER BAGS are the best you can buy.

Write us for sample of our new specially designed Parcel Post package which meets every requirement of the postal authorities for shipping eggs by mail with absolute protection against breakage.



**Continental Paper Bag Co.**  
**WHITEHALL BUILDING, NEW YORK**





CCXI.—The Legal Status of Metal Checks, Coupons, Due Bills and Other Devices Used in Business as Substitutes for Money.

For several months I have been receiving inquiries from readers of these articles concerning the legality of schemes to use metal coins, coupons, or such things as substitutes for money. Apparently there are a great many sections of the United States where this is done. A manufacturer will pay his employees with metal coins or checks of a definite value, and the recipient, instead of getting them changed into money, will pass them among retail merchants for their cash equivalent in merchandise. The merchants appear to think the thing a nuisance and have written to me asking if there wasn't some way to stop it. All these inquiries I have answered privately, but there are so many of them coming that I have concluded that the subject must be of general interest, and shall give this article to its discussion, basing it upon the following letter, which is the last received:—

Elton J. Buckley, Esq.,  
San Francisco, Cal.

Dear Sir:—Inclosed please find a sample of coupon that is and has been used here for several years by the people whose names appear on same. They use these in paying their help off at all times between pay days, their pay days being once a month. As you will see, this forces the most of this trade back to them, as they will not pay out any cash except on pay days, and if their help demands the cash the only way that they can get it is to call for their time and quit their jobs.

Now, the question I wish to put to you is, is there no way that the issuance of these coupons can be stopped? As a reader of various trade journals for which I subscribe and am greatly interested in, I have read your numerous articles on many subjects, but I have never seen anything along this line. If you can give me any information along these lines I will feel greatly indebted to you.

Respectfully yours,  
W. W. McLAREN.

The coupon enclosed bears the following wording: "No. 1490. Due the Bearer, Ten Cents in Goods only at the store of Hobbs, Wall & Co., Inc. Per \_\_\_\_\_."

The scheme appears fairly clear. Hobbs, Wall & Co. are manufacturers with a company store, selling, I presume, pretty much of everything. Their pay day is once a month, at which time they will pay all employees their wages in cash. If an employee desires an advance on his salary, before the monthly pay day, he can get it, not in cash, however, but in a due bill payable in goods from the company store. The scheme is sharp, for it is bound to send trade to the store owned by the company.

There is no way in which this particular scheme can be stopped, short of having the legislature pass an act compelling Hobbs, Wall & Co., with all other manufacturers, to pay say every two weeks instead of once a month. That has been done in Pennsylvania and several other States, and it makes what the California correspondent complains of, just half as likely to happen as it is now. Monthly pay days are exceedingly inconvenient to laboring people, and the law is gradually abolishing them in favor of bi-weekly pay days.

As to the right of a manufacturer to issue coupons like this, or metal coins or checks, in lieu of money, there is no doubt about it if his work people are willing to accept them. He cannot force anybody to take pay in anything but the current money of the country, but employer and employee can agree together, if they like, that payment shall be made in sugar, or coonskins, or a metal check which represents twenty-five cents.

In the case of Hobbs, Wall & Co., they are not bound to make any advance at all. Under their rules of doing business, wages will not be due until the monthly pay day. If an employee wants the favor of an advance, Hobbs, Wall & Co. are perfectly within their rights in saying what form the ad-

vance shall be in, or, as I have said, in refusing it altogether.

Many of the schemes that I have been written about go much further than this. They go so far that under them the checks, or coupons, or whatever was used, attained a considerable circulation, and passed from hand to hand like money. I heard of one suburb of a good-sized manufacturing city where coin checks represented the greater part of the money medium in general use.

I have told all private inquirers, and I repeat it here, that there is no way in which these schemes can be stopped, unless they reach such proportions that the Government could stop them on the ground that the persons involved were endeavoring to set up an opposition currency. It would not do that unless the use of the particular substitute became much more general than it is likely to.

The reason such schemes cannot be stopped is that they represent a matter which is largely within the private right of contract. If I am employed as a clerk in a retail store, or as a bookkeeper in a jobbing house, or to run a machine in a factory, and my wages are \$15 weekly, I can take that amount in ten penny nails if my employes wishes to pay me that way. Or I can insist, on the other hand, on payment in real money, and if I do that my employer will have to pay me in that form.

By the same token, when I have my \$15 in tin checks or paper coupons, there is also no reason why a grocer or dry goods dealer may not take them and give me \$15 worth of goods for them, if he wants to, and why that grocer or dry goods dealer may not subsequently pass them again on the farmer in exchange for butter and eggs. In familiar language, it is up to the taker in all cases. If he is

satisfied, it is nobody else's affair, unless the scheme goes so far as to set up opposition to the national currency.

After all, a very large part of our national currency system is based upon mutual willingness to accept as money something which is not money at all, but only a substitute for it. Gold and silver coin of course have intrinsic value, but bank notes are merely representative of something. Consider how often a cheque is used in payment of debts—it passes from hand to hand at its face value, serving exactly like money. After all, the case of a metal check whom anybody will redeem for 25 cents is practically no different.

I would suggest to whoever is annoyed by the use of substitutes for money, that he can instantly put a stop to it by refusing to accept them. Nobody can compel him to accept such things, as they are not legal tender. I presume the difficulty of this course is that his competitors might not take the same attitude.

(Copyright, June, 1913, by  
Elton J. Buckley.)

**NOTE.**—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

#### What Short Weight Means.

A manufacturer of sash cord gives retailers the following illustration of the invisible losses they may make through short weight

If you take a dozen of full-weight sash cord and sell it over your counter you absolutely know you made the percentage of profit you calculated upon. Now take the case of the sash cord sold at the customary gross weight, the weight of the burlap is from three to four pounds and more to the bale. Furthermore, do you know that the paper and twine around a dozen packages of sash cord weighs from twelve ounces to one pound each? If you do not, please weigh it and convince yourselves.

At the end of the year you cannot understand why you did not make the profit which you calculated upon



thought sure you would make. Apply the above to every other sale which you sell and get down actual facts. If you do, your results will be as anticipated and expected by you, otherwise not.

### President-elect Schwab Issues Open Letter to Retailers.

The Organization Will Answer All Newspaper Criticism of Grocers, Attention is Promptly Called to It.

Correspondence of "Grocery World and General Merchant."

Cleveland, Ohio,

June 12, 1913.

The new president of the National Retail Grocers' Association, W. Schwab, has issued the following letter to the retail grocers of the United States: —

The Members of the National Association of Retail Grocers of the United States.

In making this, my first statement, to the retailers of the United States, I do so feeling the responsibility of the office and the demands of the members.

I ask the support of every member of the organization, as well as the trade press, to give me all the assistance possible.

I am well aware of the ease with which destructive criticism can be spread forth, and the disastrous results which come from that kind of criticism. If all members will keep direct touch with me I can assure each that they will have no cause for complaint. I will at all times welcome constructive criticism and do my best to measure up to the standard set up for me.

Should any one in any part of the country want credit information the secretary's office is full of information for the asking. Counterpart of most any bill desired can be obtained by writing the secretary. Communication addressed to me will receive prompt attention, any aid that I can render from my business experience will be cheerfully given. Any newspaper criticism unfavorable to the retailer will receive prompt attention if the same is sent to the secretary, and an answer written to the publisher at once.

It is my desire to give to the retailers the best administration that has even been given, and I realize the effort which it will take when I look over the splendid achievements of my predecessors.

JOHN A. GREEN,  
Secretary National Retail Grocers' Association.

### 10,000 Paid for Waste

per in Pennsylvania

Last Year

much of it did you  
There is ready sale  
your Waste  
Pasteboard  
etc., if baled.

Buckeye  
Paper Press

work perfectly.  
for catalog, Dept. A

yo Baler Co.  
NDLAY, OHIO

# Karo

(REG. U. S. PAT. OFF.)



HOUSEHOLD COOKING



GRIDDLE CAKES & WAFFLES



CANDY MAKING

USED EVERY DAY  
USED EVERY WAY

Our extensive advertising has made KARO the biggest selling syrup. It is not only the national favorite as a table syrup because of its purity, fine flavor and high food value, but it is also extensively used in cooking and home candy making. We have shown the KARO can in newspaper, magazine, street car and billboard advertising everywhere, and your customers know it as soon as they see it. Make a good display of KARO and you are sure to have an ever increasing sale to satisfied customers.

Besides its many other uses, Karo is widely used for home preserving. It will pay you to speak of this to your customers, because Karo pays you a profit and sugar does not.

## Corn Products Refining Company

New York



### WHAT TO TELL CUSTOMERS

"You'll find KARO superior to other syrups or molasses, not only for hot cakes but also for cooking and candy making."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants





### A Great Little Idea.

I saw somewhere the other day—I don't just remember where—that the grocers—I think it was some association—were trying to work a scheme to get money from manufacturers when they put displays of their goods in the windows of retail stores. I suppose that means when a manufacturer sends men around to trim windows with cartons and stuff that the manufacturer should pay so much a day for the use of the window.

Good scheme, if they can put it over, but when you look at it another way it's plumb foolish.

When I got into a certain town the other day, I saw in a customer's window a girl showing off some sort of a new-fangled cooking pan. In the front was a card saying that the pan was on sale in a hardware store in town!

This customer's store is on the best corner in the place. It's right on one of the main four corners and he has two great big bulk windows that you could kill a steer in. You could build up any kind of a display in 'em and have room left to bring a crowd of people in to look at it.

I've often told that fellow his windows ought to be worth a thousand a year to him.

"I see you've got something doing in your window, old man," I said when I caught up with him.

"Right," he said, "I get \$10 a day for that. Not so bad, eh?"

"How many days in the contract?" I asked.

"Three days."

"Thirty dollars out of it, eh?"

"That's right."

"Thirty dollars you get for letting 'em work up a lot of business for somebody else. Why don't you sell the pan yourself?"

"I'm not in the hardware business."

"Then why don't the hardware man use his own window?"

"He hasn't got much of a window—you couldn't put a thing like that in it. I've got the biggest show window in town."

"Then why in thunder don't you use it for yourself?" I said, like a Dutch uncle.

"I do," he said, "but when I can make \$30 by letting somebody else use it for three days, I guess I can stand it."

"Sure you could," I said, "if you couldn't make more than that using it for yourself."

"I don't believe I could," he said, "it's too big to bother with all the time."

Ain't that a peach of an argument why you shouldn't make money out of something? It's like firing a bang-up salesman because he eats a lot.

"Old man," I said, "take it from me you're missing a bully good chance. If I had windows like yours I'd pay my rent from 'em. Ain't any of your clerks got ideas how to trim a window?"

"Maybe," he said, "but they're too busy with other things."

Honest, at that I darned near broke down and cried. Too busy to help the store make money! Oh wurra wurra!

"Know what I'd do?" I said, "I'd pay for a correspondence course in how to trim windows. There must be such a thing on the market. And I'd make every clerk in the store read it and hand in one idea a week for fixing up the window. Out of the bunch I'd pick one and let the man that handed it in work it out. I don't mean these pretty stunts like building up a pile of canned corn. Anybody can do that—there ain't any coin in that. What I mean is stunts to get people in off the sidewalk to lay down a quarter and buy goods. You can do it—why with windows like that you cando anything! By George, but

it's a shame, with a chance like you've got!"

"Listen here!" I said, "I'll give you a stunt that will get a bunch of people around inside of five minutes. Cover the front of your window with a sheet, but have a hole in it. Have one of your clerks sit on a stool inside and poke his hands down in front of the hole so the people outside won't see anything but those hands. Have his hands as clean as soap'll make 'em and his nails the same. Let him sit there for an hour and then another man and so on through half a day. Put a sign on the outside—"this is the kind of hands that handle the food

you buy here. These hands belong to Clerk No. 1." When the hour up make it Clerk No. 2 and so on.

D'ye know, that stunt was bo right there in a minute. I did know till it came that I was going to be a mother at all. But honest, did you ever hear anything more plumb nifty in your life? Gee!

"What kind of business do you think that would get?" he said. "orders for hands?"

"You can josh all you like!" he said. "It would be a good stunt, wouldn't it?"

He didn't answer back—he was scared to. He just sat there and bleated like a sick sheep. Laugh while his window was working business for somebody else!

hickory pole cats, I was so worked up I thought for a while I would take an order from him. I finally coaxed myself to do it, though.

THE STROLLER.

Blackberries from North Carolina range from 8 to 12 cents a quart; huckleberries from 20 to 25 cents and raspberries average 15 cents per pint. The demand for berries is light.



## Business Promotion Through Trade Press Efficiency

is to be the keynote of the most notable gathering of technical, class and trade journal editors and publishers ever held in America. No live manufacturer, sales manager, advertising man, trade paper editor or publisher can afford to overlook the

### Eighth Annual Convention of the Federation of Trade Press Associations in the United States at the Hotel Astor, New York, Sept. 18, 19, 20, 1913

Two sessions will be held daily. There will be editorial, circulation, advertising and publishing symposiums under competent leaders. Many of the leading editors, business managers, buyers and sellers of advertising, and authorities on modern merchandising methods will take part. On Friday afternoon, September 19, there will be a mass meeting with addresses by representative business and professional men, on subjects of timely interest to editors, publishers and advertisers. Distinguished guests and worth-while speakers will be at the annual banquet, which will be made a memorable social occasion. No matter what may be your connection with the trade journal field, if you are interested in the idea of business promotion through trade press efficiency, if you believe in business papers for business men, you will be welcome at all sessions.

Full information may be obtained from

#### The Committee of Arrangements

WM. H. UKERS, Chairman, 79 Wall Street, New York

#### The Federation of Trade Press Associations in the United States

President  
H. M. SWETLAND  
New York

Secretary-Treasurer  
EDWIN C. JOHNSTON  
New York

Vice-President  
E. C. HOLE  
Chicago





## No Time Wasted

Did it ever occur to you how much time you save when you buy **Gurnse Butter**, through not having to test and appraise it to see that it is all right.

You can start to sell from a shipment of **Gurnse** at once, without giving the matter a thought. We have worked too hard to make **Gurnse** right to have anything wrong with it. **Gurnse** butter is the finest possible dairy butter, very fancy quality and absolutely uniform.

Wrapped in brine-dipped parchment, and sealed in carton.

Packed in 20, 30 and 50-pound boxes — pounds and half pounds — 35 cents.  
Prices subject to market changes.

**P. F. BROWN & CO.** 39-41-43 SOUTH FRONT STREET  
PHILADELPHIA, PA.

## In Laundry

soaps the prominence and popularity of **Fels-Naptha** are due to its quick and repeated sales; and these because **Fels-Naptha** so well satisfies your women-customers—all classes of women customers, too.



*Fels & Co.*  
PHILADELPHIA

## BURK'S Meat Loaf

SEASONABLE THROUGHOUT THE YEAR

Composed entirely of fine selected meats—contains no flour or cereals. Baked fresh daily in loaves of about six pounds.

Makes a quick and delicious breakfast sliced and fried in a little butter.

Can also be served cold for luncheon, cut in thin slices or warmed in the oven in one piece to take the place of a roast.

## BURK'S Lunch Roll

(Copyrighted)

SUBSTITUTE FOR BOILED HAM

Composed of lean, tender pieces of pork, mildly cured, stuffed in linen container and boiled.

Far superior and more delicious than boneless boiled ham, being juicy, mild and sweet; also less expensive and not near so wasteful—in fact no waste at all. Much finer in texture and just as easily sliced, or more so, as this can be done in a slicing machine.

The cover is readily removed by cutting the seam and then stripping off the sack as the roll is consumed. This prevents it becoming dry and is a sanitary feature that appeals to the consumer, as it keeps the product clean while displayed on the counter and untouched by hand while slicing, a vast improvement as compared with handling the greasy, unprotected boneless boiled ham.

**MEAT LOAF** and **LUNCH ROLL** were originated by us, now imitated by others, but none equal to Burk's, which are prepared from only the choicest materials.

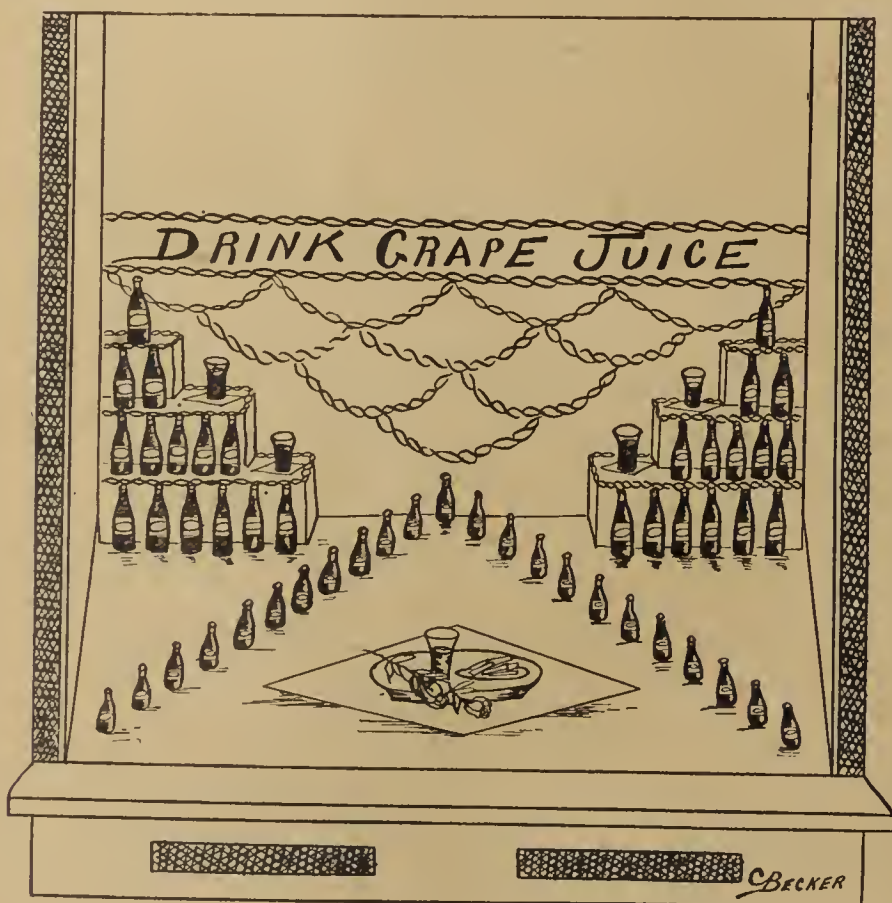
**LOUIS BURK**  
Girard Avenue and Third Street  
PHILADELPHIA





### Grape Juice Display.

Grape Juice will begin to sell very well now, make a display of it and increase the sales. To arrange first cover the bottom of the window with pale green crepe paper. In the center place a linen cloth on which place a tray, a silver one looks best, on this place a glass of the grape juice, a plate of nabiscos and a spray of artificial flowers, pale pink roses show up the best. Place two rows of small bottles as illustrated. Cover three different size boxes with the pale green crepe paper and finish around the edges with the twisted strips of purple



crepe paper about one inch wide. Place quart bottles of the grape juice on this, in the front, and at the sides a glass of grape juice. Place some of the pale green crepe paper across the window at the rear, and arrange twisted strips of the purple crepe paper as in illustration. At the top run a strip of white paper or muslin across and letter in black, finish at the top and bottom with a twisted strip of the purple crepe paper.

### Baking Powder Display.

Have a baking powder display if you have a certain brand you wish to introduce to your customers, or if you have a very large stock of one certain brand and wish to reduce, a window trim like this will help very much. To arrange first cover the bottom of the window with white crepe paper. In the center, in front, place a long card which have the name of the lady who baked the cake displayed and also the name of the baking powder. At each side place small



pyramids of the small size cans, back of them larger ones. On a napkin, in the center, display a nice cake which one of your customers has baked. At the rear, on each side, place a pyramid of cake flour boxes and in the center a sack of pastry flour. Stretch a narrow strip of white muslin across the window at the rear, about in the center, and letter in black, place the name of the baking powder where the display is.

### Good Thing Offered by Babbitt.

The old-established firm of B. T. Babbitt is making a special offer to the grocers of the Philadelphia District on their products. They sell a combination deal of Babbitt's products, Best Soap, "1776" Soap Powder, Babbitt's Cleanser and Babbitt's Pure Lye or Potash to the grocer and dress the grocer's window with an attractive display of these products and a special premium. The

special premium is set in a beautiful cut-out with the Babbitt colors and shows off in the window to very good advantage. This premium is particularly appropriate at the present time, as it is a large seven-piece berry set of imported German china, which sells ordinarily at the stores for \$1.48. Babbitt gives this set to the grocer's customers for fifty trade marks taken from any of the Babbitt products. The grocer retains the set after leaving it in the

window for about one month. Thus the grocer obtains a valuable and useful premium for nothing. The combination deal of the Babbitt goods is one which almost any grocer can afford to order, as he does not get more than two boxes of any one article, which means that the grocer is not loading up. The proposition also provides for a certain amount of free goods which bring the price of the Babbitt products down to a very low figure.—Adv.

### ECHOES.

The writer has been a close reader of your publication for four years, and wishes to congratulate you on your most valuable paper. Wishing you many years of continued success.—Timlin, Kelly Co., F. M. Timlin, Mgr., Du Bois, Pa.



Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

## General Merchant

Entered at the Philadelphia Post-Office as Second-class Matter.

DL. LV.

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## Too Many Traveling Salesmen, Says National Secretary Green

**Says the Carrying of the Same Goods by Many Men Increases Cost and is a Burden on the Consumer. Forthcoming Changes in Parcels Post Law.**

Special Correspondence of "Grocery World and General Merchant."

Cleveland, Ohio,

June 19, 1913.

The keen competition which the trade is subject to at the present time demands that the retailer concentrate his buying. Competition is keen and must be met; service is demanded, but with that service the lowest possible price for the quality of goods must be an inducement held out to the consumer.

The time has come for a readjustment of our selling policy. We must meet competition. The wholesaler and retailer can no longer put the burden on the manufacturer. They have got to do something. The retailer must concentrate his orders. It costs more for a dozen men to take an order for one hundred dollars of merchandise than for one man to take the order. We have no better friend than the traveling man, but they have been gaining in number and incidentally increasing the cost of distribution till it is time to call a halt.

The merchant himself can bring about this change by concentrating his orders. We want the traveling man, and a certain number of them are an absolute necessity, but they have been increasing till they have in many instances become a burden to the trade. The retailer himself can mend this situation by concentrating his orders.

It is not an uncommon thing to have eight or ten men carrying the same line of goods calling on the same person. Under these conditions the consumer cannot get his goods at the price which he should receive them. It is an unnecessary burden which the consumer is being asked to carry.

I would advise our members to concentrate their orders, discount their bills and buy what they can pay for, buy nothing they do not actually need and never any more than they need, and I will guarantee that you can buy your goods at a price that will enable you to meet any ordinary competition.

I recently talked with a retailer who told me that he bought seven hundred and fifty (\$750) dollars worth of future goods last fall and it prevented him from discounting his bills all winter. He felt every time a salesman came in and he could not pay his bill and knew that he was paying a long price for what he bought that if ever he got straightened out that never again would he buy, only as he needed the goods. He said: "I am discounting my bills now and I cannot tell you how happy I feel and how differently the salesman treats me. The odds now are on the other side of the counter. I respect myself, and my discounts furnish me a nice addition to my profits."

This is only one instance of scores I could quote.

\*\*\*

Those of us who took part in the opposition to parcels post legislation will remember that a commission was appointed to watch the working of the system and report at the end of the year.

I am just in receipt of information to the effect that one of the committee (and I take it for granted that he voices the conclusion of some of his colleagues) will recommend an increase in the weight limit from eleven (11) pounds to one hundred (100) pounds on all packages to be collected and delivered.

No weight limit on packages which are delivered and will be called for at postal terminals.

Establish a simple system of zones, namely 100 miles to each zone, the first (local) zone to include a distance of 100 miles.

Establish a rate of about 20 per cent. of the cost of service, i. e., a rate of 3 cents for the first pound, plus a half cent for each additional pound in the first zone, and for subsequent zones an additional half cent per pound for each additional zone of 100 miles; no charge to exceed 12 cents per pound.

Restore the old fourth-class rates and establish a supplemental parcel

or express fourth-class, admitting express matter generally with proper exceptions, to which zone rates shall apply.

Reform the packing regulations so that articles carried by express may be carried in containers when necessary. Reform the insurance and C. O. D. rates so that an article may be insured according to its value.

Establish a fast freight parcel post service, by which space in

freight cars on the fast freight lines can be bought and used for the carrying of big parcels.

JOHN A. GREEN,  
Secretary National Retail Grocers' Association.

But one car of Georgia peaches has been in since the last report and the price ranged from \$2.75 to \$3. A few peaches came in by express from North Carolina and sold at \$3, but the quality was poor.

## One Reason Eggs Get So High is That So Many Break in Shipment

**In One Year Nine Per Cent. of All Eggs Received in New York Were Cracked. Federal Authorities Are Trying to Devise Shipping Plan Which Will Reduce Breakage and Thus Reduce Prices.**

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

June 20, 1913.

To reduce the enormous breakage of eggs in transit, which yearly causes a loss of millions of dollars to producers, and raises the price of eggs for consumers, the United States Department of Agriculture, through its Bureau of Chemistry, is conducting extensive experiments to determine the safest manner of packing eggs for long and short shipment by rail. The waste from the breakage of eggs in New York City alone in 1909 was over 137,804,768 eggs, or over 11½ million dozen, out of a total consumption in 1909 of 127,689,600 dozens of eggs. In other words, about 9 per cent. of all eggs received in New York were cracked, and of these a large number were unfit for food use.

The egg supply of large cities, and particularly New York, has to come from a long distance, because the Middle Atlantic States in 1909 sold only about 110,000,000 dozen eggs, or not enough to supply New York alone if every egg had been sent to that point. For the Eastern coast cities, the distant corn districts are practically the sole source of supply. Increasing consumption of eggs adds to the distance from which eggs must come, and makes the safe shipment of this valuable food product more and more essential.

The Bureau of Chemistry regards the investigation of the meth-

ods of preventing egg breakage as particularly important because the many millions of dozens of eggs now broken in shipment naturally tend to keep the price of this valuable food higher than if there were no breakage, or breakage were materially reduced. The Bureau, through the Food Research Laboratory, is now engaged in shipping eggs handled in different ways on long journeys to different points in the United States, and carefully noting their condition on receipt at their destination. Shippers, railroad men and commission men are co-operating heartily with the investigators of the Government, through their joint conference committee composed of representatives from the National Butter, Egg and Poultry Association, the Traffic Managers' Association of Chicago, and the United States Department of Agriculture. The situation is growing very acute, because the railroads are claiming that their damage losses are such as to make the carrying of eggs an unprofitable commercial proposition. The shippers and consignees have large sums of money tied up in claims and litigation with the roads.

HOLT.

**ELTON J. BUCKLEY**

Editor "Grocery World and General Merchant"

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609  
Keystone, Race 746



# Match This If You Can!

---

See if you know any Rennet Proposition that equals this of James T. Shinn's Liquid Rennet:—

1—We guarantee it to be made under the cleanest and most fastidious conditions.

2—We guarantee it against spoilage, which we could only do safely with an absolutely clean rennet.

3—We guarantee it to work with unusual celerity—to curdle milk in two to five minutes.

4—You make 100 per cent. profit out of it—costs you \$1.50 and sells for \$3.00.

Now, do you know any other Rennet that you can sell with such absolute safety to yourself and your customers? You probably have a couple dozen customers, at least, who are'nt using **Rennet** now because some other brand—unguaranteed—spoiled on their hands. All these will buy **James T. Shinn's Liquid Rennet** if you will tell them how safe it is.

---

**SHINN & KIRK**

1400 Spruce Street

-

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-

-

Philadelphia



Contributed.

## What Consumers Think of Grocers and What They Should Think

**A Plea, Which Will Eventually be Read by Women, for a Fairer Appreciation of the Consideration Due by a Woman to Her Grocer. Hours, Profit and Expense.**

[The following article was written by C. M. Wessels for eventual publication in a woman's magazine. It will strike a responsive chord in the minds of retail grocers, and permission was therefore given to first publish it in these columns. It is suggested that readers request their local papers to republish the article, as it is of general news interest.—ED.]

I want to have a heart-to-heart talk with you, the lady readers hereof, with a view to asking your co-operation toward lightening the burdens of the hardest worked and the poorest paid class in this great country of ours.

I have spent twenty years studying the retail grocers of this country and I know them perhaps better than any other man. I am going to tell you something about them. Please don't be angry with me if my criticisms and suggestions to you seem harsh or impertinent. I have no intention of being either.

Many of you ladies hold your grocer responsible, or partially so, for the high cost of living. Many of you get angry with him because he at times seems insistent about the payment of your bills. Many of you think that he should extend credit to you more freely than he does. Many of you lose patience with him for not filling your orders exactly as you would have them filled, or for not delivering them as promptly as you would wish. Oftentimes you believe you are overcharged—again you frequently accuse him of showing partiality.

Do you know that over 90 per cent. of those who enter the grocery business fail? Of course you don't. It's true nevertheless. No other line of business shows such an unfortunate record.

It costs a grocer for rent, light, heat, help and the maintenance of a delivery system, 17 per cent. of the gross amount of business he does. This is an average established by taking ten grocers in ten cities at ten different points in the United States. Let me show you what this means, first to the grocer and then to you.

The grocer pays \$4.50 for a case of Cream of Wheat—the case contains 36 packages. This means that each package costs him 12½ cents. Because of local competition

many grocers are forced, by you ladies, to sell Cream of Wheat for 12 cents a package, or ½ cent less than he pays for it. Eight packages at 12½ cents cost the grocer \$1. If he sells you 8 packages at 12 cents he not only loses 4 cents, but he loses the 17 cents which it costs him to do business; in other words, he pays out 21 cents of his own money for the privilege of serving, first, the Cream of Wheat Company and then you.

Where Cream of Wheat is sold at 14 cents, which is 1½ cents more than the grocer pays for it, the gross profit on 8 packages is 12 cents. Subtract this from the 17 cents it costs him to do business and you will notice that he still loses 5 cents on every dollar's worth he sells.

Suppose you ladies permit him to get what is supposed to be the correct price—15 cents. The grocer makes 20 per cent. on eight packages or on a dollar. Deduct his 17 cents for doing business and you note that he has made 3 cents.

The conditions with sugar are much worse, many grocers actually paying out 8 cents to 10 cents every time they sell a dollar's worth of sugar, for the privilege of serving you. Conditions are almost as bad with flour, and with many other articles which you think you are paying too much for.

The grocer could put his money in mortgages or many other safe investments at 6 per cent.

If you happen to want an early breakfast and send to your grocer at 6 o'clock in the morning, and he isn't there, you are angry with him and frequently take your trade somewhere else. If you have forgotten something for supper and send to the grocer at 7 o'clock and he isn't there, again you are angry with him. Do you realize that without taking into account the number of mornings the grocer

gets up at 2 and 3 o'clock to go to the wharf to buy fruits and vegetables, and the number of nights that his store is open until 10 and 11 o'clock? To be open at 6 and not close before 7 means thirteen solid hours on his feet. If this were all, and the only tax he had to stand was a physical one, it wouldn't be so bad, but do you ever think of the mental strain the grocer is often under? First, the difficulties that confront him to secure a large enough patronage so that the amount of business he does will give him a profit, after his expenses are paid, which will support his wife and babies. Second, suppose the grocer loses three accounts in a month, averaging \$10 apiece, or \$30. Did you ever stop to think that that \$30 represents the profit he makes on the sales of \$1,000 worth of Cream of Wheat at the full price? Just think of it!

Is it any wonder the grocer with a natural desire to provide for his wife and babies, just as your husband wants to provide for you and your babies, is afraid to extend credit unless he is absolutely certain that he is going to get his money when it is due, just as certain, in fact, as he is that he is going to be forced to pay his bills when they are due?

Is it any wonder when he is tempted, through his desire to get enough trade so that his little profit will earn a living for his dear ones and himself, and extends credit where he should not, that he fails?

Suppose you, my dear reader, were to go to your grocer this morning and while awaiting your turn saw him sell your next door neighbor a box of tomatoes for 15 cents? Wouldn't you feel that you were perfectly justified in saying, "I can't afford to pay 15 cents for a box of tomatoes. If you can let me have one for 12 cents I will take them?" I believe you would, but wouldn't your neighbor be justified in leaving that grocer if she found this out because he had cheated her?

Suppose you wanted a half dozen oranges. Wouldn't you feel that you had gotten only your due if the grocer picked out the six largest and best from his stock, and would you feel that your neighbor had been treated unfairly because those that were left were smaller? I don't believe you would, but what would your neighbor think if

she had watched your grocer take out the six best for you?

These are only two of hundred of similar conditions confronting every grocer every day. To succeed in pleasing even a fair percentage of his trade he must be a marvel of diplomacy, and what should we expect a diplomat in a business where the reward is small?

Do you know that oftentimes when you 'phone to your grocer to send you a half pound of butter immediately that within the hour five more of his customers have 'phoned him to send them a cake of yeast, a bag of flour, a can of tomatoes, or a bag of salt. First he is confronted by the impossible task of trying to please you all with prompt delivery. Second, with the knowledge that even though he succeeds, it is costing him anywhere from twice to ten times as much as he has made on the sale to get the article to you.

I am having this little talk with you with the hope that it may result in your trying to remember when ordering your groceries, to order them all at once; not to begrudge the grocer his little profit; not to feel that he is responsible for the high cost of living; and to have you realize that, like you, he has his dear ones to support, and under ordinary conditions has to work a great deal harder to do it than any body else in any other line.

C. M. WESSELS.

Philadelphia, Pa., June 19, 1913

### Bill in Congress to Tax Mail Order Houses One Per Cent. on Business Done.

Amount to be Distributed Among States in Proportion to Amount of Business Done. Apparently Small Chance of Passage.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

June 20, 1913.

One of the Illinois members of the House of Representatives—Mr. Hinebaugh—has introduced a bill imposing a special tax upon all concerns doing an interstate mail-order business. Illinois, rather peculiarly, is the home of the two largest mail-order houses in the United States—Montgomery Ward & Co. and Sears, Roebuck & Co. The text of the bill is as follows:—

Be it enacted by the Senate and House of Representatives of the



ited States of America in Congress assembled:—

That all persons, firms or corporations in the United States which are now conducting, or which may hereafter conduct, a mail order business interstate for the purpose of selling goods, wares and merchandise subject to the consumer shall pay a tax of 1 percentum upon the total cash value of all goods, wares and merchandise sold within any State.

Sec. 2. That every person, firm or corporation conducting a mail order business as defined in Section 1 of this act shall keep in proper books, to be provided by the Secretary of the Treasury of the United States, accurate and complete account of all goods, wares and merchandise of every character and description sold, together with the actual selling price of the same.

Sec. 3. That on the 31st day of December, after the passage of this act, and on the 31st day of December of each year thereafter, every person, firm or corporation engaged in such business shall render a full and complete statement to the Secretary of the Treasury, upon blanks to be furnished by him, of the total cash value of all goods, wares and merchandise sold during the year in the various States of the United States.

Sec. 4. That the Secretary of the Treasury shall determine the amount of the tax to be paid by each person, firm or corporation (at the rate of 1 percentum upon the total cash value of all goods, wares and merchandise sold within any State) engaged in such mail order business, and shall give notice of the amount of said tax due and payable, pursuant to the terms of this act, in such manner as in his judgment is most practicable.

Sec. 5. That every person, firm or corporation subject to said tax under the provisions of this act shall report to the Secretary of the Treasury shall pay said tax on or before March 1st of each and every year after this act shall become a law.

Sec. 6. That the Federal courts of the United States shall have power to enforce the collection of said tax upon the application of the Secretary of the Treasury.

Sec. 7. That the Secretary of the Treasury shall apportion said tax among the Several States in the ratio of the actual amount of goods sold in each State.

Sec. 8. That the tax so apportioned shall be paid by the Secretary of the Treasury to the various State treasurers entitled thereto; said tax to be used in such manner and for such purposes as the said States may by law direct.

The bill has been referred to the Ways and Means Committee. Nobody here seems to know or care much about it.

HOLT.



#### A POSSIBLE CUSTOMER

is often made by having just the particular thing he or she wants.

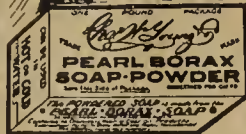
#### MAPLEINE

is a popular flavoring. Be sure and have it in stock.

Order from your jobber or  
Frank A. Smith & Co.  
105 S. Front St.,  
Philadelphia, Pa.

Crescent Mfg. Co.  
Seattle, Wash.

## Display means Sales



## Always have Young's Soaps on display

because that's how to start a big trade on soap that will be both satisfactory to your customers and profitable to you. Every one of YOUNG'S SOAPS is so good it helps to sell all the others.

We not only give your customers fine quality and big moneysworth, but we also present them with hundreds of useful and beautiful gifts in exchange for our wrappers. The combination of quality and gifts enables you to secure the sales you are losing now because of people who buy their groceries from you and their soaps somewhere else. Push Young's Soaps and get the profit on these extra sales—it belongs to you.

### CHAS. W. YOUNG & CO.

Makers of Soaps of Merit

ESTABLISHED 1877

PHILADELPHIA



#### WHAT TO TELL CUSTOMERS

"Soap doesn't cost very much in a year, so why not have the best? I know you'll get more satisfaction out of PEARL BORAX SOAP if you'll try it. Full pound in every bar. Won't hurt the hands. Don't fail to save the wrappers."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



# WITH THE EDITOR

A veteran wholesale dealer in butter once said to the writer that oleomargarine would within six months make a crook and a thief of every man that handled it. That was probably exaggerated, although it was said in the old days when oleomargarine was a besmirched and illegal thing—when it was almost never sold on its merits, but only as a fraudulent substitute for butter.

## The Rotten Egg Blight.

The same blight upon honesty seems to be exerted by the liquid "rots and spots" eggs, the traffic in which has been exposed in Philadelphia and other markets within the past year. Eggs that are not musty, but *only* rotten, can be used in baking like good eggs, for the smell and taste—though not the decomposition—bake out. Hence the temptation to use them, for of course rotten eggs cost but a fraction of the price of good.

The force of this temptation has already put a few men in jail and it is going to put more in. The latest candidate for prison is George A. Furnival, president of the Excelsior Baking Co., 2200 Alter street, Philadelphia, which concern has several times before been in trouble with the food laws. Furnival, using a fictitious name, shipped some liquid rotten eggs to a branch in Newark. On the stand he swore he knew nothing about the fictitious name, but the jury decided he was lying and he was at once indicted for perjury. Thus does the rotten egg business lead men to violate one law after another. Perhaps in a way it serves a good

purpose: to expose the crooked spot in a man's heart, so he can be put in the class where he belongs.

The reversal by the United States Department of Agriculture of its former attitude, that meats and meat products were not subject to the Federal food law, but only to the meat inspection law, is reported fully in another column. The new attitude is that meats and meat food products must comply with both laws. The change is important because it gives Federal food inspectors a right which they have not had before—of confiscating meats and meat food products if in violation of the Federal food law. If the Department of Agriculture is right in this view of the law, then meats and meat food products can be seized under Section 10 of the Federal food law just as any other food product can be and has been seized.

We say this is so *if* the Department of Agriculture is right in its view of the law. It is by no means certain that it is right. The former Federal law officers thought—and all parties agreed—that the existence of a special act regarding meats and meat products exempted them from the operations of a general act like the Federal food law. It is really a fundamental rule of law, that where Congress, or the Legislature, has passed a special law about a given product, and later passes a general law about a number of products not named, which might ordinarily include the

one which was the subject of the special act, the general act will not be applied to it, but it will be held subject alone to the special act. That is the exact situation here, and it has always been agreed that the usual rule applied. The new Attorney-General does not so believe, however, and will make an effort to hold meats and meat products responsible to both acts. Doubtless his view will be questioned and taken into court, where it should go, for the only point involved is the application of a technical rule of law.

The bill which has been introduced in Congress taxing mail-order concerns 1

**Taxing the Mail Order Houses.** per cent. of the amount of their business, is a good measure and ought to pass. Unlike most of the anti-mail-order bills, it is not merely an unseeing and illogical lunge at the mail-order house, but is a perfectly logical effort to equalize the cost of doing business as between the local grocer and the distant mail-order house which ships goods into that grocer's territory.

John Jones is a grocer doing business, let us say, in Winchester, Va. He owns his store building and pays taxes upon it. He pays a mercantile tax, and all the various school, city and county taxes assessed against the taxpayers of that town and county. If his business is incorporated he pays an additional tax upon his capital stock. John Jones is a good citizen, for he is contributing his money toward

the upkeep of the community, not only contributing it through taxes which he must pay, but probably by dozens of voluntary contributions.

Sears, Roebuck & Co. are a mail order house located in Chicago without doubt they ship goods into Winchester, Va. They are "absent" merchants. Nobody in Winchester ever saw Sears, Roebuck & Co., nobody in Winchester ever got a charitable contribution out of Sears, Roebuck & Co., nobody in Winchester ever collected a cent of tax from Sears, Roebuck & Co. They neither toil nor spin for Winchester, they maintain no store there nor spend one dollar in the town. If they pay a tax on their business, as John Jones must, they pay it in Illinois, and Illinois get the benefit of it. It seems as clear as anything can be, that Sears, Roebuck & Co. should pay Virginia a tax upon the business they do in Virginia, and that Virginia, if it is possible to do it, should distribute this tax among the various communities where Sears, Roebuck & Co. ship goods, so that the people of those communities, John Jones among the rest, can get the direct benefit of it. This is the purpose of the pending bill. A tax of 1 per cent. will be imposed, for the benefit of the various States, upon the business done by the mail-order houses within those States. The Federal Government will collect the tax and will then distribute it among the States as the books of the mail-order houses show it should be distributed. It is a first-class idea and ought to be adopted.

## Receiver Appointed for McMechen & Co.

A petition was last week filed at Wheeling, W. Va., and later at all other places where McMechen & Co. have branches, by J. J. Holloway, W. B. McMechen, Edward Stifel, George W. Lutz, E. L. Stone, T. Reed McKnight, W. L. Jones and A. T. Sweeney, acting as administrator of the estate of the late George McMechen, asking that a special receiver be appointed to take charge of the affairs of the

McMechen Preserving Co., of which corporation the above named are the directors. These petitions were all granted and receivers were appointed and are now in charge. The petition of the plaintiffs sets forth that the main plant of the company is located too far from the source of supplies and that it is necessary to spend large sums to conduct the business and that it is impossible to compete with other firms. The plants of the company located in the Ohio Valley, say the

petitioners, have suffered greatly from the recent flood and the company has operated at a loss for the past four months. It is also set forth that since the death of the late Louis F. Stifel, no trustee has been appointed for the bond issue of \$30,000 made in 1905 and that it is impossible to secure capital or credit for the continuation of business. The assets and value of the property and also appoint auxiliary receivers for the property of the corporation located in New Egypt,

N. J.; Bowling Green, Ohio; Ravenswood, W. Va., and Gallipolis, Ohio. The McMechen Preserving Co. was first established in 1892 and was then known as the George K. McMechen & Sons Co. It was afterwards incorporated as the McMechen Preserving Co.

California cantaloupes are now worth \$5; they were \$7. Georgia cantaloupes are worth \$3; they are not as good as the California. The demand is fair.





## You Can Sell This for a Nickel If You Want to

Are you interested in a fine domestic Sardine, packed carefully and attractively, that you can sell at a nickel if you like?

Our **SEMINOLE** Standard  $\frac{1}{4}$  Oil Key Carton Sardines. Obtainable from jobbers at \$3.75 per case.

These are 1913 spring pack, and a very fine grade of domestic fish, packed in the handsomest carton used for sardines in this country—four colors and gold. A window display and a special sale will move lots of them at a good profit.

### American Sardine Company

EASTPORT, MAINE



## More Think Alike About Us

While a few other brands of baking powder have a large sale in this country, **Rumford Powders** are unquestionably completely satisfying more consumers than any other one brand. In the face of the strenuous competition, this could only come from giving the best service.

**Rumford Baking Powders** contain three ingredients and three only—phosphate, starch and soda. These are not chemicals but foods, and they explain the unusual goodness of foods baked with **Rumford Powders**. No better leavener than the above combination of ingredients has ever been discovered.

We call the united trade to witness that we have always believed the retailer worthy of a living profit.

**Rumford Chemical Works**  
PROVIDENCE, R. I.



## Make Soda Water Pay Your Rent

MANY grocers and small general merchants have done this season after season, and are making it pay better every year.

Soda water is rapidly becoming the national beverage for men, women and children. You cannot afford to delay longer.

## "Liquid" Stock Iceless Soda Fountains

are built in sizes and styles to suit every taste, and to fit every purse. "Liquid" Iceless Fountains lead in refrigeration, sanitation, speed and economy.

Soda water profits are large,



A  
1913  
Peerless

transactions are all spot cash, and besides you have nothing to wrap or deliver.

When you buy "Liquid" Stock Fountains you buy fountains shipped from crated stock on a day's notice.

Ask for photographs of the 1913

**Type "H" and Peerless**

Built in several sizes and styles, and a wide range of prices.

**The Liquid Carbonic Company**  
CHICAGO New York Boston  
Pittsburg Cincinnati Milwaukee Minneapolis  
Atlanta St. Louis Kansas City Dallas Los Angeles

## How We Are Making a Good Seller Sell Better Than Ever Valuable Premiums Given for the Trade-Marks

B. T. BABBITT'S PURE LYE OR POTASH has always been a steady seller at all seasons because there are so many ways in which this powerful cleanser and disinfectant helps women in their daily housework. We have made it more convenient to use by packing it in a sifter top can and as a result of this it is being used more extensively than ever and



## SALES ARE INCREASING DAILY

BABBITT'S LYE is so well known to the American housewife that all you need do to get your share of the increased sales and profits is to

keep the new can displayed on your counter and speak to your customers about its convenience

**B. T. BABBITT, Inc.**  
NEW YORK CITY



## From Now on Federal Food Officials Will Seize Meat and Meat Products if in Violation of Federal Food Laws.

Formerly Meats Have Been Held Subject Only to Meat Inspection Laws. New Attorney-General Believes They Should be Subject to Both Laws and Department of Agriculture Will Henceforth Act Accordingly.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

June 20, 1913.

The most radical and far-reaching extension of the Food and Drugs Act probably ever made went into effect June 16th by the unanimous vote of the three Secretaries. On motion of Secretary Houston, acting under a far-reaching opinion of the Attorney-General, and Secretaries of the Treasury and of Commerce joined to-day with the Department of Agriculture in putting domestic meat and meat food products for the first time fully under the provisions of the Food and Drugs Act. For the first time, therefore, manufacturers of meat foods will now be required to comply with the Food and Drugs Act as well as the Meat Inspection Law.

This action was taken by revoking Regulation 39 of the Rules and Regulations for the Enforcement of the Act, which was adopted October 17, 1906, and since that time has specifically exempted meats and meat food products and their producers from the operation of the Food and Drugs Act. Owing to this regulation, now revoked, the Department of Agriculture hitherto has been effectually prevented from proceeding against manufacturers of meat foods under the Pure Food Law, or ordering seizures and prosecutions for misbranding or adulteration of domestic meats.

The revocation of Regulation 39 resulted from the fact that Secretary Houston could not understand why meat and meat food products were not a food in the sense of the Food and Drugs Act, or why the Department of Agriculture could not seize bad meat or adulterated or misbranded meat once it had entered interstate commerce. He therefore requested an opinion from the Attorney-General in a letter in part as follows:—

I am informed that up to the present time meats and meat food products have been practically ex-

empted from the operation of the Food and Drugs Act on account of Regulation 39 of the Rules and Regulations made by the three secretaries for the enforcement of this act. \* \* \* I am advised by the solicitor for this Department that there is nothing in either statute indicating an intent on the part of the Congress that meats and meat food products should not be required, in common with all other articles of food, to meet the tests for adulteration and misbranding prescribed by the Food and Drugs Act. \* \* \*

I deem it a matter of great importance to the public that the Food and Drugs Act should be given full force and effect, and it is my purpose, if you shall decide that the provisions of this remedial statute are applicable to meats and meat food products prepared under the Meat Inspection Law, to propose to the Secretary of the Treasury and the Secretary of Commerce that Regulation 39 be revoked.

Attorney-General McReynolds, on May 24th, answered with an opinion in part as follows:—

I have carefully examined the opinion of the solicitor \* \* \* and I agree with him that your question should be answered affirmatively.

Both statutes had the common purpose of preventing the shipment in interstate and foreign commerce of impure or unwholesome foods.

The act (Meat Inspection) \* \* \* is enforced only by criminal action; it does not provide for the seizure of the meats themselves, nor does it reach meats which have become spoiled after leaving an official establishment, but which are still in interstate commerce.

The Food and Drugs Act, on the other hand, accomplishes its purpose, not by an inspection preliminary to transportation \* \* \* but by making criminal the interstate commerce in adulterated or misbranded foods and drugs. Provision is made for collecting and analyzing samples of foods and drugs, and in addition to punishing violators of the law, authority is given to seize and destroy the adulterated or misbranded foods themselves.

While these two statutes overlap to some extent, neither is inconsistent with the other, nor is anything contained in them to indicate that either was intended by Congress as a substitute for the other. I am of the opinion that the acts are supplementary to each other, and that both apply to the same articles of food wherever their language so indicates.

That the Food and Drugs Act applies to meats and meat food products is clear from its language. For instance, in Section 6, it is said:—

"The term 'food,' as used herein, shall include all articles used for food, drink, confectionery or condiment by man or other animals, whether simple, mixed or compound."

Section 7 provides that, for the purposes of the act, an article shall be deemed to be adulterated, in the case of food:—

"Sixth. If it consists in whole or in part of a filthy, decomposed or putrid animal or vegetable substance, or any portion of an animal unfit for food, whether manufactured or not, or if it is the product of a diseased animal, or one that has died otherwise than by slaughter."

The official action of the Board of the three Secretaries is in full as follows:—

### APPLICATION OF REGULATIONS.

Regulation 39 of the Rules and Regulations made in pursuance of the authority conferred by Section 3 of the Food and Drugs Act, June 30, 1906 (34 Stat. 768), which reads as follows:—

"Regulation 39, Application of Regulations.—These regulations shall not apply to domestic meat and meat food products which are prepared, transported or sold in interstate or foreign commerce under the meat inspection law and the regulations of the Secretary of Agriculture made thereunder," is hereby revoked.

W. G. McADOO,

Secretary of the Treasury.

D. F. HOUSTON,

Secretary of Agriculture.

WILLIAM C. REDFIELD,

Secretary of Commerce.

Washington, D. C., June 16, 1913.

The revocation of Regulation 39 now gives the Department of Agriculture the power to treat meats

## Up-to-date This is the Most Careless Grocer on Record as to Proof-reading Advertising

An Example, Happily Unusual, of the Neglect of Many Merchants to See That Their Advertising Goes Out With No Mistakes in It.

This journal has received a copy of an advertising card which was used a few days ago by a grocer of West Philadelphia. Ordinarily this would be discussed in the Science of Advertising department, but this particular card is so amazing in its way that some extra publicity is being given to it. It is amazing because it is the most glaring example ever seen in the "Grocery World and General Merchant" office of the carelessness with which some merchants read the proof of their advertising matter.

Very often they leave it to the printer, who is sometimes too busy and sometimes too careless to attend to it properly.

This circular was well printed on a fair quality of cardboard, and with new and up to date type. It contained so many glaring errors in spelling, however, that it is really a disgrace to the printer and the merchant whose names appear at the bottom of it. In order to show the circular as it is, it was submitted to an expert proofreader who reports as follows:—

**25 Stamps with each purchase of \$1 or over Fresh Meats**

Stewing Veal	16c	Legs of Lamb	16c lb.
Pork Chops	16c	Shoulders of Lamb	12c "
Boneless Pot Roast	16c	Loin Lamb Chops	20-23c "
Hamburger Steak	16c	Rib or Rack Chops	16-18c "
Rollad Brisket	16c	Breast or Neck	7-12c "

**Best Rump Steak CUT TO 23c lb.**  
BEST CITY DRESSED MEAT ONLY

Pork Chops	17c	Pin Bone Roast	18c
Pork Roast	17c	Cross Cut Roast	18c
Pork Shoulders	17c	Butchers Roast	18c

**10 EXTRA STAMPS WITH 1 lb. Coffee 25c lb.**

25 Stamps Free	50 Stamps Free with
2 pkg. Shredded Cod Fish	2 pkg. Perfil
2 cans Sardines	" " Odor-Starh
3 bars Thompson Soap	" " Presto
3 boxes Matches	" " Topioca
2 cans Black Paper	" " Butlers Root Beer

**NOTICE! We redeem the Coupons for the P. R. T. Co.**

**50 Stamps with 1 lb. Best TEA Cut to 25c 1/2 lb.**

Full Line of Fruit & Vegetables at lowest price

**KEYSTONE Meat MARKET**  
N.E. 61<sup>th</sup> & VINE St.  
Cor.

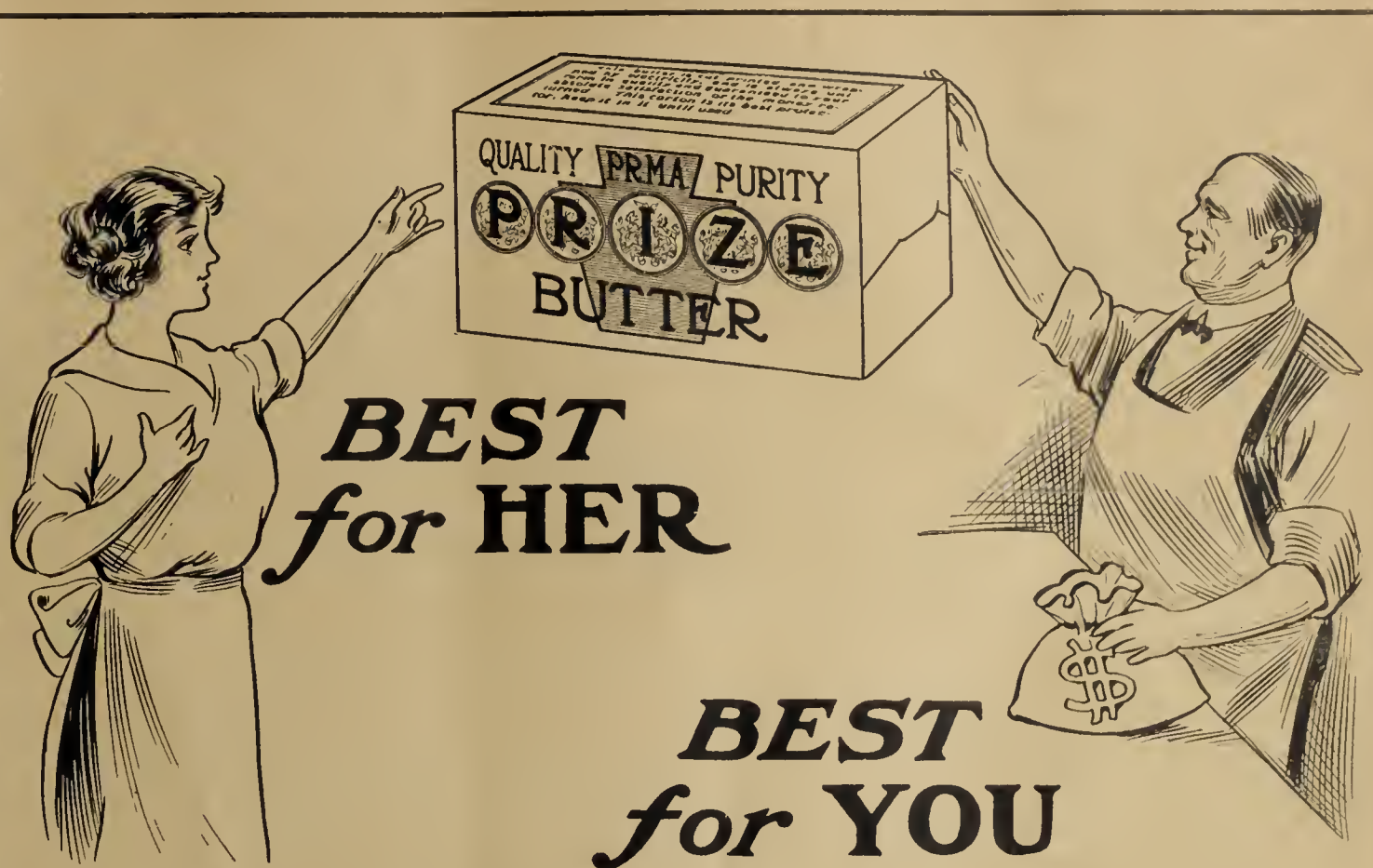
Bell Phone, Belmont 1016  
"La Fornice", Printing, 125 So. 50th St.



meat food products exactly like other food in interstate commerce. The change, however, in way interferes with the powers the Department of Agriculture conducted under the Meat Inspection Law. It simply brings meat under the Food Act, as well as under the Meat Inspection Law, and gives the Government control over meat foods, not only in the federally inspected establishments, but after the meat product has left the establishment on an interstate journey.

Under the Meat Inspection Law, meat inspectors have absolutely no power to seize meat or meat food products that have become bad or have been adulterated after they have left a Federally inspected establishment. The only remedy possible under the Meat Act is to proceed criminally against anyone selling bad meat, but even in this event meat cannot be seized nor its sale prevented.

The Department of Agriculture can now seize and prevent the sale of bad or adulterated meat once it has crossed the State line and remains in interstate commerce. In the spoiled meat again reaches a federally inspected establishment, of course comes under the jurisdiction of the Meat Inspection Law, and can be destroyed, as heretofore has been done. Under the new department the Government can now control meat foods in interstate commerce from the hoof to the refrigerator, subject only to the limitations of the power of the Federal Government in interstate commerce. Under the opinion of the Attorney-General, and the action of the three Secretaries, the Department of Agriculture is empowered to require all manufactured meat products to conform fully to its labeling regulation, and can enforce penalties, prosecutions and seizures for misbranding and adulteration. The definition of "misbranded" under the Food and Drugs Act is far more stringent than the one preventing the sale of meat products under a false or deceptive label under the Meat Inspection Law. Section 8 of the Food and Drugs Act, to which manufacturers of meat must now conform, provides that the term "misbranded" shall apply to "all articles of food, and articles which enter into the composition of food, the package or label of which shall bear any statement, design, or device regard-



QUALITY PRIMA PURITY  
**PRIZE BUTTER**

**BEST for HER**

**BEST for YOU**

## The Quality of Prize Butter and The Steady Sale That Results

make it the best butter you can handle, both from your customer's standpoint and yours.

A reputation for selling good butter is worth thousands of dollars to any grocer, while butter that is not satisfactory may cause him the loss of most of his trade. You can get the butter trade and all the other trade that goes with it by pushing PRIZE BUTTER. Its rich quality, fine flavor and wholesome sweetness will please your customers. Its uniformity keeps the customers buying, once you start them. All our skill, all our experience, all our enormous facilities go to make PRIZE BUTTER the *best* and the **BEST SELLING**.

PRIZE BUTTER is packed in Carton, Tub or Print, and colored and salted to suit your trade. The Carton is a neat, handy package that saves you the time and work of wrapping.

### P. F. BROWN & CO.

39-41-43 South Front Street, Philadelphia



#### WHAT TO TELL CUSTOMERS

"PRIZE BUTTER is sent to me fresh every day."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## Fly Time is Coming

How do you prevent flies from injuring your stock of fruit and vegetables? Do you know that one of the functions of an Electric Fan in the Grocery Store is that of acting as an efficient fly chaser? Ceiling and desk fans not only are good fly chasers, but they are the best means of making your Grocery Store cool and inviting to customers during the hot summer months.

We are selling fans at the very lowest prices that can be obtained anywhere in the city.

**The Philadelphia Electric Company**

TENTH AND CHESTNUT STREETS

## DRY COLD Butter Refrigerator



SETS ON THE COUNTER

**CAPACITY, 100 LBS. BUTTER**

Has double-thick glass with air space between on four sides.

**ICE ON TOP**

Size, 24 x 24-42 High

**SPECIAL PRICE, \$22.50**

**H. F. HEACOCK**

51 N. 2d St., Phila., Pa.

ing such article, or the ingredients or substances contained therein, which shall be false or misleading in any particular, and to any food product which is falsely branded as to the State, Territory or country in which it is manufactured or produced." The Department of Agriculture can now also apply fully to meat products its rules regarding statements as to weight or volume or number of pieces in a package required of other foods.

A committee has been appointed by the Secretary of Agriculture to provide an effective plan for co-operation between the Bureau of Chemistry and the Bureau of Animal Industry to exercise control to

the full extent authorized by law over domestic meats and meat food products. With effective co-operation between these two Bureaus the seizure arm of the Food and Drugs Act it is believed will be a powerful means of regulating traffic in unsound meats.

HOLT.

### AMONG THE TRADE.

George A. Furnival, president of the Excelsior Baking Co., 2200 Alter street, and formerly a downtown Councilman, has been arrested and indicted by the Federal Grand Jury on a charge of perjury and held in \$500 bail. The arrest fol-

lowed the conviction of the company in the United States District Court on a charge of shipping 38 pounds of decomposed frozen egg product to Newark, N. J. Furnival was called as a witness by the Government for the purpose of identifying certain orders alleged to have been signed by him calling for the shipment of the egg product. He admitted signing five of the papers, but denied any knowledge of the sixth one signed by a "Frank Reilly" and upon which the decomposed product was shipped. This was one of the questions given to the jury for consideration, and when they decided the firm was guilty, Judge Thompson ordered Furnival's arrest for perjury.

### Eastern Pea Pack Twenty to Fifty Per Cent. of Sales.

Bad Weather Cuts Down Deliveries in Some Cases to Twenty Per Cent. Quality Poor as Well. Delaware and Maryland Pack is But Small Percentage of Whole, But as to Cheap Peas is Important.

It is now established that the pea pack of Delaware and Maryland will be the smallest for several years, and practically no packer unless he goes out and buys from other packers, will be able to make 100 per cent. deliveries. The cause was cold, wet and unfavorable growing weather.

The packing season in the two States named is about over, and deliveries will range from 20 to 50 per cent. Most packers sold about as many for future delivery as they did a year ago. One large and well-known packer, however, sold one-third less of futures than a year ago, and will only make 44 per cent. delivery. He has never made less than 100 per cent. before.

The pack in Delaware and Maryland is not especially important, as it only represents about 10 per cent. of the whole country's pack, and consists almost entirely of cheap peas. The situation in New York and Wisconsin, which are much more important pea-packing sections, is not so bad up to date. The season is from one to three weeks late, but all this can be made up. Moreover, there is a larger acreage than a year ago. If the weather is favorable, meaning especially if the temperature is moderate, the pack will probably be good enough. If the weather stays as hot as now, however, the crop will pile up and

## Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Stores, Dover, N. J.

**The Way To Know.**—Not long ago we cut two cans of corn, one our private brand, the other a very well known brand and in big demand. Both Maine goods. It was a blind test. That is none of us knew which was which, the opener having previously placed the name under the respective dishes. The whole five decisions showed the private brand the better flavor.

Now here was a quality demonstration. Here was a case where five salesmen picked out their own brand goods without knowing it. This incident is related first to show the importance of comparative tests and second to dispel the notion that whatever is widely advertised must necessarily be the best. Five salesmen went back to their counters with a positive knowledge and this knowledge created a confidence in a brand of corn that was a little doubtful before the demonstration took place.

\*\*\*

**Some of the Letters.**—Some of the letters I received from time to time from you boys were very gratifying because they showed a responsiveness to things. But hardly anything is of greater importance than a simple knowledge of the goods you sell. When a woman is convinced that you know what you

are talking about the sale is half made. When you can say from actual test that a certain brand of tomato soup has an acid taste and another a sweet taste, or another has a slight garlic flavor and the other just a tomato flavor, you talk like a man that knows his business.

That's why this acquirement is referred to so often in "Straight Talks."

I do hope you will all see the importance of "knowing."

\*\*\*

**Get Your Store In Summer Shape.**—Make it suggest light eating. Many people are impressed with things that they never speak of. In a sense it's a sub-conscious impression. It associates something with somebody. The creation of this association is the science of business.

If you impress ten women with your layout of "nice things" for a salad, back goes their vision to that display when a salad supper is being thought out.

What a wonderful thing this specializing is. It's very interesting—almost fascinating. You can present the commonest things in such a way as to make them the subject of the smartest sewing society in the town.



pack will be seriously interfered with. Prices of Maryland and Delaware brands have not advanced on account of the scarcity. One reason is that the quality is pretty good.

**Retail Grocer Cannot Pay Debt to Jobber by Transferring His Stock to Him Unless He Gives Other Creditors Notice.**

**Court Decided in Pennsylvania Holds that Such a Transfer Violates Bulk Sales Law and Sets Transfer Aside.**

A case under the bulk sales law has just been decided in Pennsylvania which will be interesting to the trade not only in Pennsylvania, but in all other States, where the result would doubtless be the same. The case involved the question whether a retailer who pays a delinquent account to his jobber by transferring his stock and fixtures to him is in violation of the bulk sales law, which says that creditors must be given notice before a dealer transfers his stock and fixtures in bulk. The defendant was Charles Richards, a retail grocer doing business in Beaver County, Pa. He owed money to the Schumacher-Binzley Co., a firm of wholesale grocers in Beaver Falls, Pa. To settle his account he transferred his entire stock to them without giving any other creditor notice. The next day J. B. Lytle & Co., to whom Richards also owed money, attached the sale to the other jobbers, and attached Richards' stock in their hands on the ground that there had been a violation of the bulk sales law in that Richards had not given his creditors notice of the sale. The court upheld this view, and allowed Lytle & Co.'s attachment to stand. It was ruled that "the fact that the consideration (for the sale of Richards' stock) was the discharge of Richards indebtedness to the Schumacher-Binzley Co. did not take the transaction out of the operation of the Bulk Sales Act of March 28, 1905, P. L. 62, and as the requirements of that act (in giving other creditors notice) were not complied with, the sale was to be deemed fraudulent and voidable as against the creditors of the seller."

North Carolina lima beans range widely from \$1 to \$3. There are very few good limas coming now.



**A SPLENDID SELLER**

## Franklin Dessert and Table Sugar

This sugar is especially made for cereals, fruits, berries, desserts and other foods that are sweetened at the table. It grades between POWDERED and FINE GRANULATED and can be used either with a spoon or a shaker. It dissolves quickly and sweetens thoroughly.

So many articles are sweetened at the table that this sugar is a steady, all-year-round seller and its usefulness will be appreciated by your customers as soon as you tell them about it. Start them buying it and increase your sales of sugar. Of course it's packed in FRANKLIN CARTONS, so you can make a profit on it by saving the cost of labor, bags, twine and loss from overweight that would come out of your pocket, if you handled it in bulk. DESSERT AND TABLE is one of the best sellers in the whole line of FRANKLIN CARTON SUGARS.

Packed in 2 lb. CARTONS—48 lbs. to the CONTAINER

Other FRANKLIN CARTON SUGARS are packed in original CONTAINERS of 24, 48, 60 and 120 lbs.

**THE FRANKLIN SUGAR REFINING COMPANY**  
PHILADELPHIA

*"Your customers know that FRANKLIN CARTON SUGAR is CLEAN sugar"*



### WHAT TO TELL CUSTOMERS

"This Franklin Dessert and Table Sugar is made especially for use in sweetening things at the table. It's better than either granulated or pulverized for table use and I know you'll like it."

**This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants**



# WHY WORRY



over bookkeeping? Sell them a Ten Dollar or any other size of **FORBES**

## Indexed Coupon Books

and have only one entry where you have dozens now.

We have sold millions of them. Why worry about forgotten charges, disputes, over-running accounts, losses, etc., when our books will cure these evils? Simplest and best system devised. For cash or credit. All sizes. F. O. B. your express office or by mail when necessary. Why worry? Ask us for free samples.

**J. P. FORBES, Forbes Building, Coshocton, Ohio**



## Getting Butter This Week Like the Customer Liked Last

At this season there was never such another butter as **GURNESE**. If you want to see butter at its fanciest and freshest, peel off the brine-dipped parchment from a pound of **GURNESE** and test it. Not you nor your customers can imagine anything finer.

Pick up a pound of **GURNESE** next February and you'll be surprised how close to the June test it is. That is one big thing about **GURNESE** butter—we move Heaven and earth to keep it uniform, so that a consumer can get something this week exactly like she liked last week.

A gilt-edged dairy butter, made by us under ideal conditions.

Packed in 20, 30 and 50-pound boxes—pounds and half-pounds—36 cents. Prices subject to market changes.

**P. F. BROWN & CO. 39-41-43 South Front St. Philadelphia, Pa.**



## A Magic Quality

We earnestly believe—and probably your own experience will bear us out—that **Wheatena** is the only breakfast food that is selling largely to-day without the boost of heavy advertising.

There is but one reason why this could be so—**Wheatena** possesses that repeating quality that brings people back for it. The quality that few articles have of themselves without artificial aid.

**Wheatena** is packed in a way especially designed to keep it good under all conditions and this helps us to guarantee it no matter whose hands it is in.

**THE WHEATENA CO., Rahway, N. J.**

Member of the American Specialty Manufacturers' Association

## The New York Letter

**Butchers Want Tax Off Oleo. Say Brooklyn Grocers See Liquor Without License. New Storage Food Law Curtail Storage Egg Supply. Market Notes and Summary.**

Special Correspondence of "Grocery World and General Merchant."

New York,

June 19, 1913.

Resolutions asking the Government to take off the 10-cent duty per pound on oleomargarine were adopted by the New York State Association of Master Butchers at their annual convention held last week in Rochester. It was set forth that the removal of the tax would aid in reducing the cost of living.

Resolutions were also adopted in favor of the free admission of live cattle to this country.

\*\*\*

At the last meeting of the United Retail Grocers' Association of Brooklyn there was a discussion of the alleged practice of some grocers of selling beer, wines and liquors, chiefly in bottled form, without paying the license fee. It was said that some of these grocers, carrying on this kind of business on the sly, sell below the regular prices and they are enabled to do this since they do not meet the heavy license fee.

Several of the members of the society expressed their opinions vigorously as to the grocers who are thus guilty of defrauding the Government and also of defrauding the legitimate dealers who pay the license fee and who are robbed of their rightful trade by price-cutters of this unlawful stamp.

It was also pointed out that the grocer who starts a practice of this kind is sure to be caught sooner or later and then the penalties and disgrace that he will suffer when the Government gets after him will more than take away his ill-gotten profits.

Sometimes it is said a retailer is tempted to make a start in selling some favorite brand of wine or beer "to just one or two customers," or a few, but the seeming ease with which the law is evaded at first soon leads them into doing more and more of the illegal business until finally they are brought to a quick stop by an arrest.

\*\*\*

A petition in bankruptcy has been filed against Peter A. Pekich,

a retail grocer at 1308 Boston road by these creditors: Austin, Nichols & Co., \$534; Gude Bros., \$482; Pinney & Godes, \$535. It is alleged that the defendant is insolvent and made preferential payments.

\*\*\*

A bankruptcy petition has been filed this week against Marwell Bros., dealers in rice and groceries at 60 Washington avenue, Brooklyn. One of the petitioners was the Southern Rice Sales Co., which has a claim for \$1,458. It is alleged that the defendant firm is insolvent and made preferential payments and transfers of property to the amount of \$2,000. The firm started in business in 1894 in Manhattan and three years ago moved to Brooklyn, in which borough they started a chain of thirteen retail grocery stores.

The firm's financial statement of May last year showed assets of \$85,499 and liabilities of \$29,815.

\*\*\*

There has been a falling off in the quantity of eggs put into storage in New York thus far this season as compared with a year ago. The total receipts have been less than a year ago.

A peculiar explanation is offered by an authority in the trade. He says that the new law requiring that all eggs in storage be stamped with a date is discouraging to the dealers as far as storing eggs in this State is concerned. The stamp shows the date when the eggs go into the warehouse.

The best storage eggs, he said, are those packed in April, but they are likely to be a burden under the new law. Such eggs are likely to cost more at the beginning than those bought in the hot weather months and the carrying expenses are heavier. But the hot weather eggs are likely to bring as good a price as the April eggs when both classes are sold to the jobbers and retailers in the fall and winter. They will all be classed simply as storage eggs. In fact, most of the public, if it has any preference, would probably choose the hot weather eggs because they would not be so long in storage.



So there has not been the usual incentive for the storing of the April and May eggs. Another trouble is that the law applies to eggs put into storage in this State and does not touch eggs brought here from other States. Such outside eggs may have been stored in other States and yet they be brought here and sold as fresh gathered because they will not be stamped. This puts the holder of eggs in New York storage at a big disadvantage.

There are other explanations of the falling off in the total quantity of eggs in the local warehouses as compared with a year ago. One explanation is that the speculators badly caught last year and are cautious. Another is that because of the high prices of meat the farmers are using more of their hens' eggs for their own consumption than in other years and are also competing with larger local demands.

(Continued on page 22.)

### Making Grocers Register Introduced in Senate.

Short a Time Left to Pass Unless Bill is Railroaded Through. Another amendment to Cold Storage Law passes Senate. Pure Soft Drink Bill finally Defeated.

Special Correspondence of "Grocery World and General Merchant."

Harrisburg, Pa., June 20, 1913. The bill requiring grocers to register and obtain a license on promise to obey all regulations of the food and health authorities was formally introduced in the Senate Monday, and was referred at once to the Committee on Public Health and Sanitation. The bill has been discussed in the "Grocery World and General Merchant." It provides that it shall be the duty of every person, firm or corporation engaged in the business of preparing, exposing or offering for sale exchange articles used for human food to register their names with the Department of Public Health and Charities on or before January 1, 1914, and annually thereafter all persons desiring to engage in such business must register with the department. The Board of Health is authorized to make reasonable and proper rules and regulations for the sanitary conduct of such business and it is made the duty of the Director of the department to carry them out. The Director of Public Health and Charities has authority to employ



## Sell Her SAUER'S Flavoring Extracts

Women appreciate good flavoring extracts and use them freely—the better the extracts, the more they'll use. Absolute PURITY and Fine Quality have made SAUER'S FLAVORING EXTRACTS the largest selling brand in the United States; you can sell more of them to your customers than you could sell of any other brand because they are BETTER. Make SAUER'S FLAVORING EXTRACTS your leader and you are sure of steady, profitable sales to satisfied customers.

### THE C. F. SAUER COMPANY

RICHMOND, VA.



#### WHAT TO TELL CUSTOMERS

"SAUER'S FLAVORING EXTRACTS will add a new delight to your cakes, puddings and desserts—their fine flavor and strength come from absolute PURITY."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## "A MEAL FOR SIX—15 CENTS"

A can of BOUILLON "HERRINGLETS" makes a delicious luncheon for five or six persons, yet you sell it for 15 cents and make a good profit. BOUILLON "HERRINGLETS" are selected little NORWEGIAN HERRING, packed in delicious bouillon; we guarantee them to please your customers or we'll give their money back. BOUILLON "HERRINGLETS" are an ideal proposition for you, Mr. Grocer—a new luncheon delicacy, selling at a popular price, quality guaranteed, and a good profit for you. PUSH THEIR SALE.

### Angus Watson & Company, Sole Proprietors

Also Proprietors of "Skipper" Sardines

1011 Chestnut Street, Philadelphia, Pa.



#### WHAT TO TELL CUSTOMERS

"BOUILLON 'HERRINGLETS' are both a substantial meal and a delicious luncheon. Guaranteed to please or your money back."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



a Chief Inspector of Foods at \$2,500 a year and four assistant inspectors at \$1,200 and such additional inspectors and assistants as he may deem necessary. The additional inspectors and assistants shall receive salaries to be fixed by the Director, subject to the approval of the Mayor. Councils are required annually to appropriate the sums necessary for the payment of salaries of the different employees. The penalty provision declares that any person, firm or corporation who violates any of the provisions of this act or any of the rules and regulations made in conformity thereto shall be guilty of a misdemeanor, and upon conviction before a magistrate, shall be fined not less than \$5 nor more than \$100 for each offense.

The pure drink bill came up in the Senate on final passage on Tuesday, and was defeated. This makes the second time the bill has failed of passage, and it is therefore dead for the session. It is possible, however, to introduce an entirely new bill in the Senate, but the session is so nearly over that this will almost certainly not be done.

The bill extending the time eggs can be kept in cold storage passed the Senate finally on Tuesday last. It now goes to the House. The law as passed allows eggs to be stored only eight months, but the amendment raises this to ten months. This bill also carried an extension of time, as reported last week, in the time undrawn fowl

and butter can be stored. In the case of undrawn fowl the extension is from ten to twelve months, and in the case of butter from nine to twelve months. There is also a provision making it necessary only to put the month when goods were stored on the label, instead of the exact day, as now provided by the law.

The bill to relieve from the payment of mercantile tax all corporations, stock partnerships, etc., who pay a tax on their capital stock came up on final passage in the House during the week and failed to pass.

The State Association's bill to attach a part of a debtor's wages for unpaid bills for the necessities of life has been reported out of the Senate Judiciary Committee special again with a favorable recommendation. It was reported out once before, but was recommitted. It is expected that it will reach third reading and final passage in the Senate on Monday next, June 23d, and the State Association is urging grocers all over the State to wire their Senators urging a vote for the bill. The measure is Senate Bill 1415, and it has already passed the House. If it passes the Senate it will become a law if the Governor signs it.

The bill known as the commodity bill, House Bill No. 2043, fixing the weight of a long list of food and other products, and requiring net weight to appear on the label

of package goods, is on its way through the House, and has a good chance of passage. It passed the House during the week on second reading and will come up for third reading and final passage at any time. The text of the bill appeared in this correspondence several weeks ago.

Both Houses have adopted the following resolution to investigate the cold storage industry in this State, and the committee will be appointed before the Legislature adjourns:—

A concurrent resolution for the appointment of a commission to investigate and report to the next session of the Legislature all matters pertaining to cold storage and the preservation of food products, and the length of time goods shall remain under refrigeration or cold storage, and to the branding and sale of such articles, and making an appropriation to meet the expenses of the said commission.

Whereas, There has been, and is, considerable agitation regarding cold storage and the preservation of food products, as well as the length of time that goods shall remain under refrigeration or cold storage, and the proper branding and sale of such articles; and

Whereas, It is of the utmost importance that a thorough and complete investigation and study of the whole matter of refrigeration and cold storage should be made at the present time; therefore be it

Resolved (if the House concur), That a committee of six members of the General Assembly, three to be appointed by the President pro tempore of the Senate, and two by the speaker of the General Assembly, to investigate at the earliest possible moment and to report at the next session of the General Assembly a comprehensive bill covering the following questions:—

1. The necessity of cold storage and the proper provisions for the protection of perishable products.
2. The value of such products to the producer and the community

at the period of the greatest production, when the supply exceeds the demand, and at all other times.

3. The length of time articles should remain under refrigeration or cold storage.

4. Whether refrigeration or cold storage products shall be branded, and if so, what shall be determined to be refrigerator products or cold storage products, or both.

5. The effect on the price of commodities by reason of placing them under mechanical refrigeration or cold storage.

6. The relation of cold storage or refrigeration to the high cost of living.

7. The effect of cold storage legislation in other States.

8. The advisability of a uniform cold storage or refrigeration law; provided that the actual expenses incurred by the committee shall not exceed the sum of \$10,000, which shall be provided for in the general appropriation bill.

R. C.

## Baker's Cocoa and Chocolate Preparations are Standard



Registered,  
U. S. Pat. Off.

being absolutely pure, fulfilling ALL THE REQUIREMENTS of the Pure Food Law. Grocers assume no risk in handling these goods as the demand for them is constant.

MADE ONLY BY

**Walter Baker & Co. Ltd.**

Established 1780

DORCHESTER, MASS.



## Rejoice That You Are Alive

You may have your troubles, but then you are alive, and a live one beats a dead one every time. This also applies to business. A live merchant is one who is on the alert and always trying to improve his position, he finally gets there. Are you in the procession.



**SYRUPS**—Another good week on Syrups. Our trade sticks to us closer than a brother, "There's a reason." Our Syrups, now summer boiled, good body and quality up to our high standard. Royal Table Syrup, one of the leaders, with Challenge Brand pushing it hard. Gilt Edge, Ex. Amber, White Clover, Cruiser Brand, King "B" Drips, Quaker City, etc. Fancy Sugar Syrup, at 24c.; Revere Sugar Syrup, at 18c. Also a line of the best makes of New Orleans Molasses.

**CANNED PEACHES**—There is a good demand for Canned Peaches. Prices are low, and the goods are going into consumption. We quote Helmet Brand Lemon Cling, Extras, packed in heavy syrup, at \$2.25 per doz.; Tioga Lemon Cling, Extra Standards, at \$1.80; Tioga Yellows, Extra Standards, at \$1.75; Star W Lemon Cling, Extra Standards, at \$1.65; Log Cabin Lemon Cling, Standards, at \$1.60; Full Moon Lemon Cling, Seconds, at \$1.45 per doz.; Thomas' Sliced Yellows, 1s, at 92½c. per doz. Buy your Peaches of us.

**ROASTED SANTOS COFFEE**—Don't know where you buy your Roasted Coffee, but you can't beat this. An Ex. Choice Roasted Santos Coffee, known as a Bourbon, a fine roaster, and a better drinker; try a bag, and if you are not satisfied return it at our expense; 50 and 100-lb. bags, per lb., at 18½c. Got them all beaten to a frazzle.

**KIRK, FOSTER & CO. WHOLESALE GROCERS 209 NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA**



## You sell the standard when you sell Welch's

You also get the benefit of advertising which has already created a demand for your supply.

Your store becomes a link in the good-will chain that we have stretched across the country, because of the high quality of Welch's and by means of our continuous and widespread publicity.

Welch's advertising is cumulative in effect. Its value extends to the dealer and the consumer as well as to the manufacturer. People want

# Welch's

*"The National Drink"*

because they know that it is made from the choicest Concord grapes only. Our process of manufacture is marked by the most exacting care.

These facts have been and are being widely advertised. You get the benefit of this advertising when you order Welch's. In addition to your old customers we will send new ones to you.

There is an ever-increasing tendency to "buy Welch's by the case." You will note that our advertising this year urges this business-increaser for you.

To dealers who push Welch's, we send attractive and attention-compelling advertising matter.

*Sold by all jobbers*

The Welch Grape Juice Co., Westfield, New York



## Nobody knows what's in a Paper Bag

**BUT** everybody who  
sees the  
**FRANKLIN CARTON**

**KNOWS IT CONTAINS CLEAN SUGAR**

## THE SALES VALUE OF THE FRANKLIN CARTON

Paper bags filled with sugar have no sales value; you might as well have cans of peaches without labels. You wouldn't think of filling your shelves with peaches in plain, unlabeled tin cans. No. Not as long as you can have those cans put up with beautiful lithographed labels showing the fruit in its natural colors. Don't go to the trouble of putting sugar in paper bags, losing time, cost of bags, cost of twine, and overweight, when you can buy FRANKLIN SUGAR in CARTONS, ready to sell, nothing to do but hand it out to customers.

*You can buy FRANKLIN CARTON SUGAR in the  
original containers of 24, 48, 60 and 120 pounds*

**THE FRANKLIN SUGAR REFINING COMPANY :: Philadelphia**

*"Your customers know FRANKLIN CARTON SUGAR is CLEAN SUGAR"*

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"





# THE GROCERY MARKETS

## Tea.

The tea market is fairly active, speaking particularly of new Japans, which at present have the call. There has been such a demand for the early crop of new Japans that the price shows an advance of possibly 1 cent per pound from the opening. From now on for about a month the early crop of Japans will be coming to this country. New crop Formosas and Congous are also slightly firmer on account of the situation in Japans. Old teas, though not in large supply, are heavy and dull, and the market is in buyers' favor. Nobody seems much interested in the general run of old teas, however.

## Coffee

The coffee market is still weak and depressed. In spite of this, there is a good consuming demand. It is difficult to compare quotations on Brazils with those of last week, because holders will usually take less than their first asking price, and the market is really what the seller can get. Rio and Santos coffee is unquestionably lower than a week ago. Milds, with the exception of the better grades, are weaker in sympathy with Brazils. Mocha and Java are steady to firm and in light demand.

## Sugar.

The sugar market is somewhat firmer for the week. All refiners save Arbuckle Bros. have advanced 10 points and now hold granulated at 4.30 cents. Raw sugar is about unchanged. The market is not very strong, and there is no reason for any material advance, except that the refiners are not making any money. The consumptive demand for sugar is very good as fruit is plenty.

## Syrup and Molasses.

Glucose is unchanged, though advancing prices of corn justified expectations that prices would be higher. Compound syrup is dull and unchanged. Sugar syrup and molasses both dull at ruling prices.

## Fish.

Mackerel is still dull, Irish fish particularly being inclined to be weak. Mackerel will probably show no improvement for several months. Cod, hake and haddock are unchanged and quiet. New

pack domestic sardines, by reason of scarcity, are about 10 cents per case higher. Imported sardines scarce, high and wanted. Salmon shows no change, either spot or future.

## Canned Goods.

Tomatoes, both spot and future, are unchanged, and will probably show no material change in the immediate future, unless some decisive crop catastrophe makes a short pack certain. At the present writing lateness is the only thing that has positively happened so far. There is a fair demand for tomatoes, but no inclination to speculate. Cheap corn has sold well and is scarcer and firmer in consequence. Other grades of corn, both spot and future, are unchanged and quiet. Peas are also unchanged. Nearly all packers have withdrawn quotations on futures. Apples are about 15 to 20 cents per dozen gallons higher, by reason of the fact that they are getting cleaned up. California canned goods on spot are quiet and unchanged. Some packers have now named prices on new pack, cherries, peaches and apricots being quoted 10 to 15 cents above last year. Small Eastern staple goods are unchanged and dull.

## Dried Fruits.

Prunes show no change; large sizes are still firm and disproportionately high. The demand is fair. Peaches are in fair demand, with the supply rather small. Apricots are getting cleaned up and the price is steady to firm. Raisins still rather dull and unchanged in Eastern markets, which are still relatively much lower than the coast. Currants unchanged and quiet.

## Beans and Peas.

Domestic pea beans are a shade firmer than a week ago, and the situation seems to be rather strong. Marrows are unchanged and dull. California limas show no change for the week, and the demand is fair. Green and Scotch peas are unchanged and dull.

## Butter.

The receipts of butter continue liberal and the quality is the best of the year. The market is firm and prices unchanged, on a basis about 5 per cent. higher than a

year ago. The bulk of the receipts is going into cold storage, and the future of the market depends on the weather and the extent of speculative buying.

## Eggs.

The egg market is steady on a basis 1 cent below last week's. The receipts continue liberal and the quality is good for the season. The consumption of eggs is about normal and some of the receipts are still being taken by speculators. Stocks in storage, however, are already larger than last year, and the market is barely steady.

## Cheese.

The cheese market is in about the same position as it has been in for the last two weeks. The consumption and the make are increasing considerably, and some fancy cheese is being put in storage. The average quality of the present receipts is good, and the market is steady on the present basis.

## Provisions.

Smoked meats are firm and unchanged. There is an increased consumptive demand. Pure lard is steady, with a fair demand at unchanged prices. Compound is firm and active, with possible advances in the near future. Dried beef, barreled pork and canned meats are all unchanged with a seasonable demand.

## INDIVIDUAL MARKET REPORTS.

### Standard Canned Goods.

Continued liberal buying of tomatoes last week for future delivery was again the feature in this market, and the orders for them came from nearly all directions. The average size of the orders was larger than in the week previous, and many canners having sold up to their present limit of quantity withdrew from the market to await further developments. There was another drop in the temperature during the first three days of last week, and in some parts of this and adjoining States there was frost and ice, causing more uneasiness amongst the growers and canners of fruits and vegetables. The weather bureau reports that all low temperature records here for June have been broken this month. The market closed to-day stronger and a shade higher as to prices, and looks still stronger ahead. The weather and crop conditions from

now on will have to be ideal to make anything more than a fair average size crop the coming season.

The activity in spot tomatoes continued up to the close last week, and the volume of the sales largely exceeded those of the week previous. As a result the prices advanced for all three sizes, especially for No. 10 standards, and the outlook is for some further improvement this week. The character of the buying indicates that the consumption everywhere has been large, and the jobbers have allowed their stocks to run down to a minimum. It will be six weeks or more before the early crop in this section will be ready for canning purposes, and possibly the shippers will cause higher prices than the canners can afford to pay at the beginning. Spot tomatoes look safe to buy at to-day's prices.

The canning of peas progresses very slowly in this section, and there will be short deliveries on pro rata contracts. Those jobbers who bought peas early on 100 per cent. delivery contracts from reliable canners have cause to congratulate themselves. Unless the pea canners in other States have better luck, there will be a short pack everywhere this season. Sweet potatoes advanced again last week and will go higher. It is reported that the crop of string beans received a set back by the cold weather last week. The first picking of them will be due this week. Spinach is strong and fairly active. Kraut advanced last week on liberal buying. The low price lots of corn are being cleaned up, and some of the other vegetables are coming to life again.

THOS. J. MEEHAN & Co.  
Baltimore, Md.

### Spices.

The market was fairly active during the week, with but few changes to report. We note, however, a better demand for nearly everything throughout the list. Foreign markets are generally higher than prices in effect here.

Pepper.—Demand fair. Prices in Europe steady. The general situation here is unchanged.

Cloves in increased demand during the week; no change in price.

Mace unchanged and in fair demand.

Paprika.—Hungarian scarce and firm. Spanish, no change to report.

Seeds, Herbs, Etc.—Caraway, poppy and canary all firmer with upward tendency. Demand is brisker.

McCORMICK & Co.  
Baltimore, Md.



## MARKET NOTES.

Strawberries are reaching the end of their season, and are considerably higher than they were. The berries now on the market are from Pennsylvania and range from 10 to 20 cents. New York berries will come next.

Mississippi tomatoes packed in 4-basket carriers average 75 cents. Floridas in 6-basket carriers range from \$1 to \$1.75. The Floridas are pretty poor. No tomatoes are coming as yet from nearby points.

Corn has a wide range—\$1 to \$1.50. Receipts are from Florida and North Carolina, and the quality is fair. Good corn is wanted.

Nearby pie cherries range from 10 to 13 cents a quart. Sweet cherries are worth about 2 cents more.

Raspberries are all from nearby points and range from 7 to 8 cents per pint. The demand is good.

Watermelons are still coming from Florida and range from 10 to 60 cents each. The quality is good and the demand fair.

The first Jersey squash came in during the week and brought \$1.50 per basket. The demand is good.

## Katz &amp; Frugoli Bankruptcy Decision Sustained.

The United States District Court on June 16th handed down a decision in favor of the creditors by sustaining the decision of the United States Referee in Bankruptcy in the case of the creditors of Katz & Frugoli against Harry Katz, trading as Katz & Frugoli, Atlantic City, N. J. Katz sequestered some of his property, and the decision orders him to turn it over to his creditors, among whom are several Philadelphia concerns.

## PATENTS

Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.

These trade-mark crosses figure on every package  
**CRESCO FLOUR** DIET FOR DYSPEPTICS  
and Cures  
**KIDNEY AND LIVER TROUBLES AND OBESITY**  
Makes delicious meals for everybody.  
Unlike other flours, ask physicians. For book  
or sample, write  
**PARWELL & RHINES, WATERTOWN, N. Y., U. S. A.**



## It Makes the Women Talk

¶ **FREIHOFFER'S EGG ELBOW MACARONI** is so tender and delicious that women recommend it to their neighbors. That's the kind of goods you *want to sell*, especially when you consider that every sale *pays you a good profit!* It is made of *real eggs* and *fine quality farina* in a clean American factory, and is so good its sale leads to sales of **FREIHOFFER'S SPAGHETTI, NOODLES and PASTELS.** Display it, talk about it—get *your* customers started.

*Freihofers* Baking Company, Philadelphia.



## WHAT TO TELL CUSTOMERS

"If you want to surprise and delight your guests, serve them **FREIHOFFER'S EGG ELBOW MACARONI.**"

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## WALKING PAST YOUR DOOR

**MASON'S WHITE DRESSING FOR WHITE SHOES and MASON'S TAN COMBINATION FOR TAN SHOES**

pay you 75% profit and **SELL FAST**, because *everybody has to have shoe dressing.* White shoes and tan shoes are going to be more popular than ever this season. That means a big sale for white and tan dressings, and **MASON'S** are the ones to **PUSH**, because they will give your customers more satisfaction than any others. They will also **PAY YOU BEST**, not only on account of the *big profit*, but also because they are **FAST SELLERS.**

**CAUTION**—Don't let your shelves be loaded with slow sellers. Insist on having **MASON'S SHOE DRESSINGS**, the **LIVELY** sellers.

**JAS. S. MASON COMPANY**

138-140 North Front Street

PHILADELPHIA



## WHAT TO TELL CUSTOMERS

"We sell **MASON'S SHOE DRESSINGS** because they're **BEST.** They're the choice of the fine shoe trade in the large cities, so they have to be better than others."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants





## The Right Milk for Her

Whenever a woman comes into your store with her baby she is a prospective customer for **Eagle Brand Condensed Milk**, because it is the safest, purest and best condensed milk she can buy. More babies are successfully raised upon **Borden's Eagle Brand Condensed Milk** than upon all other infant foods combined. It has been famous for infant feeding since 1857 and is favorably recommended by physicians. It is an ideal milk for table purposes, and a consistent and steady seller at all seasons.

## Borden's Peerless Brand Evaporated Milk

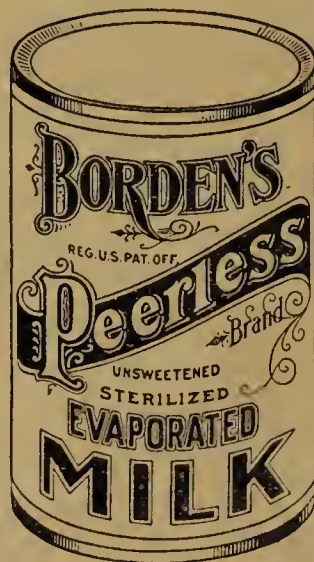
can be used wherever milk is used for cooking purposes. It makes Crullers, Waffles, Custards, Buns, Corn Bread, etc., delicious and digestible; enriches all Soups, Gravies, Dressings, Sauces, etc. All **Borden's Brands**, both sweetened and unsweetened, are made from the highest grade raw material, by the most modern method of manufacture and guaranteed **absolutely pure**. Our advertising makes the sales come steadily and with little effort on your part, and the **purity and quality of Borden's Peerless Brand Evaporated Milk** keeps your customers satisfied and contented.

**BORDEN'S CONDENSED MILK CO.**

"LEADERS OF QUALITY"

Established 1857

NEW YORK



### WHAT TO TELL CUSTOMERS

"BORDEN'S EAGLE BRAND CONDENSED MILK is the safest and best milk for babies. It is rapidly and completely digested, and guaranteed **ABSOLUTELY PURE**. It has provided good health and strength to more babies than all the other infant foods combined."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

### How the New Pennsylvania False Statement Law Will Act.

First Case Brought Under New York Act, Which is Like Pennsylvania's Shows Scope of Criminal Prosecution for Obtaining Credit on False Pretences.

How the new Pennsylvania false statement law will work can be seen by a case brought and tried during the week in New York under a law which was also recently passed there and which is practically identical with the new Pennsylvania act. In substance, the law makes it a criminal offense to make a false statement for the purpose of obtaining credit.

A charge was brought against Morris Johnson, 346 Pennsylvania avenue, Brooklyn, N. Y., a retail merchant, that last September he had given a statement of his assets and liabilities to J. Rubenstein & Sons Co., 236 Graham avenue, on which he obtained credit. Later he went into bankruptcy and it appeared that in the statement he gave Rubenstein he had failed to include about half his liabilities and had also forgotten to mention that he had given a chattel mortgage on his stock to his brother-in-law. He was arrested under the new false statement law, and found guilty. As it was the first case the court merely fined him \$100.

This is as nearly a typical case as could well be brought under the false statement act.

### THE NEW YORK LETTER

(Continued from page 17.)

The quantity of butter stored in the forty associated warehouses of the country is said to be double that of a year ago, showing large production and also much speculative activity, although last year was not profitable for the speculative interests in butter.

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Among grocery jobbers and others some disappointment is being expressed over the course of the new Washington administration on the food laws. It was expected by many that the present official would take energetic measures to improve the law or at least to improve the methods of administering it, but thus far, it is claimed, the policy of the officials and of the present Congress has been of a doing nothing kind.

The claim is being made that the present law needs amendment in



veral respects for the protection of the public and of upright manufacturers and dealers.

The stamp "guaranteed under the food and drugs act" is often used in a misleading way, it is said. That the control and responsibility are too much divided is another of the criticisms.

In general it is claimed that the law is not accomplishing its purpose of eliminating adulteration and deception and that the experience of several years under this law should be made useful in revising it so as to get the best possible results. Pending such revision, it is suggested that the departments in Washington can do much toward bringing about a smoother and more effective enforcement of the present law.

#### SUMMARIZED MARKET CONDITIONS.

Spot coffee is higher in sympathy with options, but trade is dull. The country is said to need coffee, but it does it is evidently holding off making purchases in the expectation that the market will settle down to a more stable basis. Nothing more than a jobbing business noted in mild grades, which are, however, steadier in tone.

Teas are moving quietly without any special activity. The demand, which is fair for this time of the year, is distributed quite evenly over the list. Buyers are taking the new crop arrivals as well as the old teas.

Withdrawals of refined sugar are now quite heavy, owing to favorable weather conditions. Not much new business is coming forward as the country seems well provided on contracts. Arbuckles are taking orders on the basis of 4.20 cents for standard granulated and other refiners are 10 points higher.

In canned vegetables, there is a reasonable demand, as much as usual probably at this time of the year. Tomatoes, both spot and future, show a slight upward tendency. Sellers seem unwilling to take orders on futures for less than 10 cents for No. 3 Marylands, 60 cents for No. 2s and \$2.50 for No.

#### MANY GROCERS

find it pays them to read the "good stuff" in

**The Advertising World**  
Columbus, Ohio

Sample free, or four months' trial for 10 cents



## Once a Woman Tries Iced Wilbur's Cocoa

she will always want it, because it's the most delicious of all the hot weather drinks. This means she will buy **WILBUR'S COCOA** from you *all year round!*

ICED WILBUR'S COCOA is more pleasant, wholesome and satisfying than iced tea or coffee. The recipe in our FREE Recipe Booklet tells how to prepare ICED WILBUR'S COCOA so that it will be smoothest and most delicious. It will pay you to send us the names of good customers so we can mail them this booklet together with coupons that will send them to you to buy WILBUR'S COCOA. The booklet contains 59 recipes for WILBUR'S COCOA, tells how to make delicious cakes, candies, desserts, puddings, etc., and, once we get it into the hands of your customers, you are sure to have increased sales.

### H. O. WILBUR & SONS, Inc.

PHILADELPHIA



#### WHAT TO TELL CUSTOMERS

"Try ICED WILBUR'S COCOA! It's better for you than iced tea or coffee, and you'll LIKE it better!"

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants'



**I Forgot  
to get**



**Armour's  
"SIMON PURE"  
LEAF LARD**



**SOLD ONLY IN SEALED PAILS**

## The Lard That Sells Best

# SIMON PURE LEAF LARD

PACKED ONLY IN PAILS

Armour's Simon Pure Leaf Lard is the choicest lard that can be manufactured. It is rendered from the "leaf" fat, the choicest fat for lard in existence—a genuine leaf lard. Call your customers' attention to its flakiness, its snowy whiteness. Guarantee its absolute purity. Tell them it makes pastry light and fluffy and easy to digest.

**The Store Sign shown above  
is FREE to Armour dealers**

Let us send you this sign so you can put it in a prominent part of your store. It will increase your sales of Simon Pure Leaf Lard.

Armour's "Shield" Pure Lard, "Vegetable" and "White Cloud" substitutes, are all famous for their fine quality and sure to please your customers. You can secure the best lard trade by *pushing the sale* of **Armour's Brands**, which are sure to give most satisfaction and win trade for you as they have won it for us.

## Special Offer to Grocers

We have a special proposition for *you*. We will *pay* you to work for us to increase *your* sales. This is co-operation that means extra dollars for you. Write us at once for full details.

**ARMOUR AND COMPANY**  
CHICAGO

### WHAT TO TELL CUSTOMERS

"Simon Pure Leaf Lard is absolutely guaranteed by Armour & Company. It has no equal for making light and delicious pastry."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

ios, although last week sales were being made at figures  $2\frac{1}{2}$  cents less than those here quoted. The prices are f. o. b. Baltimore. Spot tomatoes are firm at  $82\frac{1}{2}$  cents for standard No. 3s and  $62\frac{1}{2}$  cents for No. 2s. Supplies are within a moderate compass and there is a steady consuming demand. The demand for spot corn is said to be a little more active than it has been of late. Standard stock of desirable quality is not to be obtained, it is said, for less than  $52\frac{1}{2}$  cents for Maryland Maine style and State and Western corn is held at proportionate figures. Peas are firm, but there is not much business as buyers are holding off in view of conflicting crop reports. Spot peas are dull and on the best stock there is a firm feeling. String beans are quiet and firm.

The demand for canned fruits of most kinds is quiet, but prices are steady, as offerings are light. Opening prices on the new pack of California fruits are expected next week.

Flour is inactive. The sudden changes in the wheat market have made buyers exceedingly cautious. There seems to be an entire lack of confidence in values. Spring wheat patents have been selling in the last few days between \$4.60 and \$4.75 and it is even said that some of the Minnesota brands have been selling as low as \$4.50.

Butter is plentiful and prices barely sustained. There is not much speculative activity and receivers are not inclined to store their receipts if they can dispose of them at even a slight margin of profit. The creamery extras are selling at 28 cents with an occasional sale at a fraction more for very high marks. The firsts sell at  $27\frac{1}{4}$  to  $27\frac{3}{4}$  cents; seconds  $26\frac{1}{2}$  to 27 cents. Process butter ranges from  $24\frac{1}{2}$  to  $25\frac{1}{2}$  cents.

The egg market is irregular. The quality of the receipts is running off and this increases the demand for the high grades, the supplies of which are limited. The bulk of the trading in Western eggs is from  $19\frac{1}{2}$  cents down. Only a small part of the receipts grade above firsts. The best stock sells at  $21\frac{1}{2}$  to 22 cents, but especially fancy receipts bring up to  $22\frac{1}{2}$  to 24 cents and even up to 25 cents for nearby eggs, white and carefully graded as to size as well as color.

FRED. A. MCGILL.



## CORRESPONDENCE.

Manufacturers of Computing Cheese Cutters.

Milton, Pa., June 12, 1913.  
to the Editor.

Dear Sir:—Can you inform us the names of several manufacturers of computing cheese cutting machines?

Thanking you in advance for the information, we are,

Yours truly,

SCHREYER STORE CO.

American Cheese Cutter Co., Anderson, Ind.; Computing Cheese Cutter Co., Anderson, Ind., and Anderson Tool Co., Hamilton, Ohio.

\*\*\*

As to the Staley Starch Scheme.

Albany, N. Y., June 17, 1913.  
to the Editor.

Dear Sir:—I want to ask you if you know anything about the A. E. Staley Co., of Baltimore, Md., as an investment. I have subscribed for ten shares of stock on the installment plan and I have heard once that it is not a good paying investment. If you can find out anything about this firm I would be obliged to you.

Respectfully,

T. A. MOORHEAD.

The "Grocery World and General Merchant" has advised a large number of subscribers who have requested advice that in its judgment the stock of the Staley starch concern was not a good investment for the retail grocer.

\*\*\*

To Buy Poultry Shipping Crates.

Wellsboro, Pa., June 17, 1913.  
to the Editor.

Dear Sir:—Will you kindly inform me of the firm's name who manufactures poultry shipping crates, and oblige,

Yours truly,

E. L. EMMICK.

Dulaney & Wharton, 335 South Front street, Philadelphia.

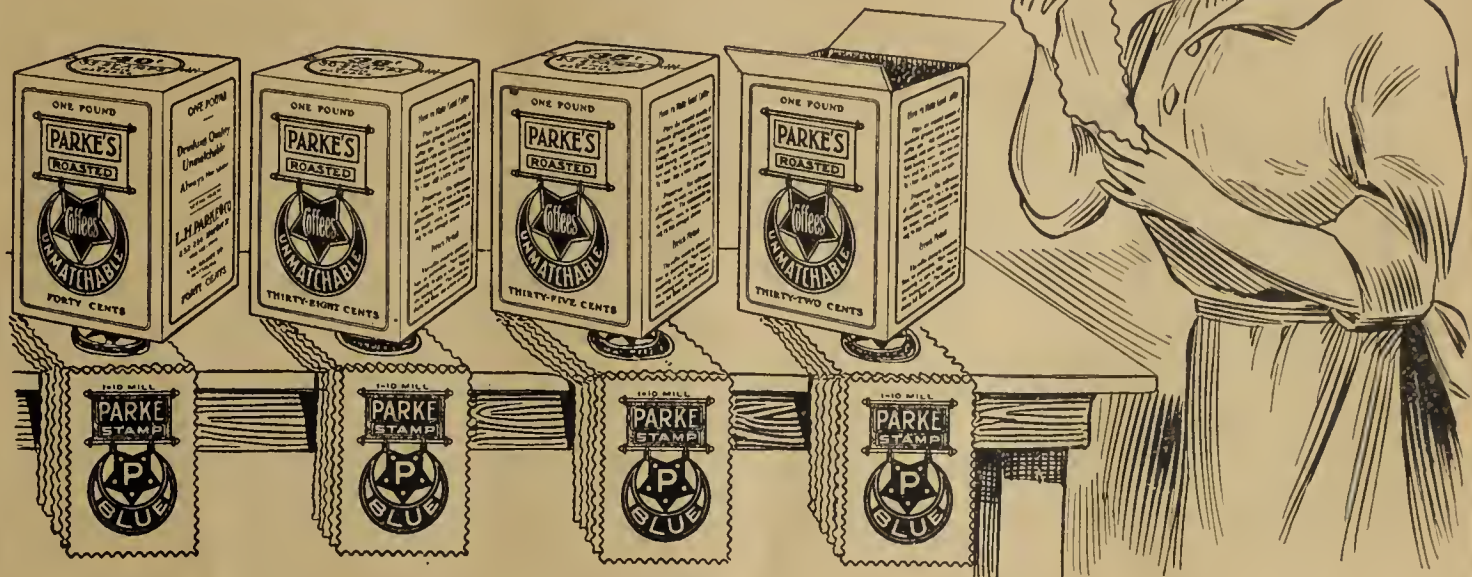
Peas will not get very cheap this year. The best nearby peas are selling up to 85 cents, while canners are paying 65 cents.

Associated Advertising Men Believe in Price Maintenance.

At its annual convention in Baltimore, Md., last week, the Associated Advertising Clubs of America passed resolutions calling upon its 10,000 members to work for laws establishing the right of a manufacturer to fix and maintain the retail selling price of his product. This action came as the result of a speech by Louis D. Brandeis,

# The PARKE STAMP LINE

## will hold her trade



# The PARKE STAMP LINE

## Means Steady Sales for You

Women *will* buy the goods with which they get premiums, and that is the reason for the PARKE STAMP. We simply take the money some manufacturers would spend for newspaper advertising and use it to buy presents for your customers. What is the result? Let us tell you. The grocer who handles the PARKE STAMP LINE of Teas, Coffees, Baking Powder, Ammonia, Spices, Bluing, etc., holds his trade against all competition. He gets new trade, because one woman tells another about the stamps she is saving and the beautiful premiums they bring her. This draws new customers to the grocer who handles PARKE'S STAMP LINE.

### FINE QUALITY GOODS

All articles included in the PARKE STAMP LINE are fine quality goods, and will please your customers—the quality helps hold trade as well as the stamps, and the unusual combination of high quality AND stamps makes this line a strong, steady seller everywhere. Don't let the mail order houses and the wagon peddlers cut into *your* business—put in the PARKE STAMP LINE and hold your customers. The whole line handled as a proposition will positively increase your sales.

LET US SEND YOU A PREMIUM LIST AND  
FULL PARTICULARS OF OUR PLAN

## L. H. Parke Company

232-234 Market Street  
PHILADELPHIA

638-640 Grant Street  
PITTSBURGH, PA.



### WHAT TO TELL CUSTOMERS

"When you buy Parke's goods you not only get the finest quality, but also a liberal number of Parke's Stamps, which are exchangeable for thousands of beautiful premiums."

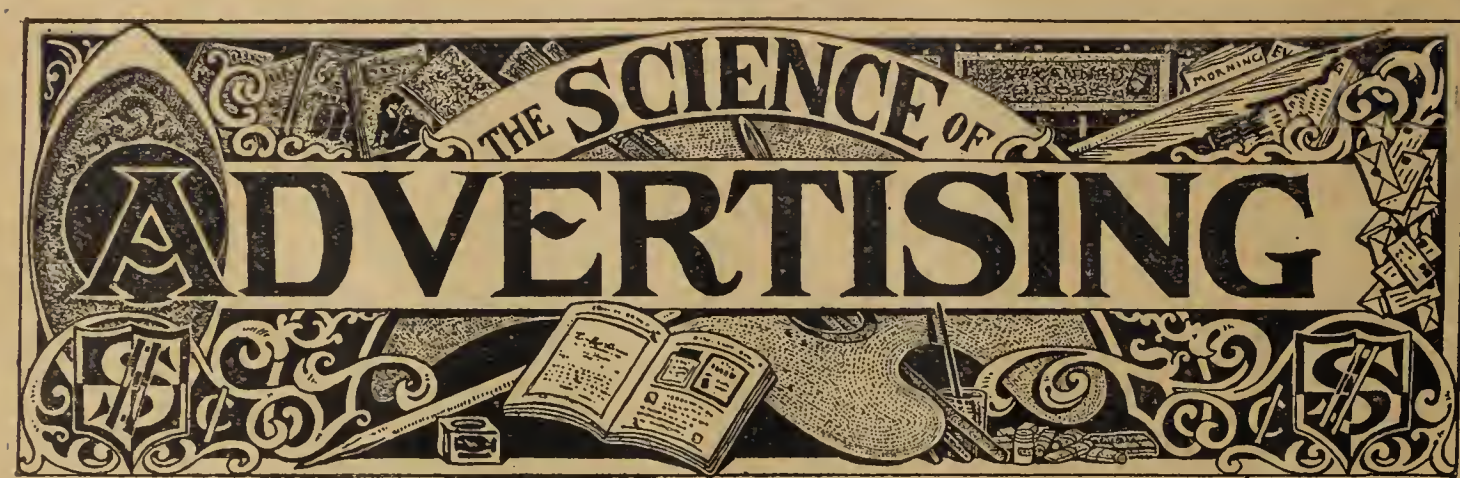
This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



of Boston, on Wednesday. Mr. Brandeis told the convention that the courts in recent decisions had denied the right of the maker of a patented or trade-marked commodity to establish a uniform retail rate. He predicted that this would open an era of price-cutting, which, if allowed to go on, would bring ruin to many enterprises which, while they fix the prices of their products, are in no sense monopolies and do so only to protect themselves from the inevitable outcome of price-slashing. The resolution which commits the association and its constituent bodies to a campaign in behalf of the maintenance of the

one-price system was introduced by Samuel C. Dobbs, of Atlanta, Ga., former president of the Associated Advertising Clubs of America and the head of the Coca Cola Company. His resolution, which was adopted unanimously, was as follows:—  
Whereas, The progress of advertising is being hindered by the offer-

ing by middlemen of standard goods at cut-rate prices, promoting a substitution of inferior goods and depriving the advertising men of their legitimate functions; be it Resolved, That this convention condemns the practice of price cutting and advises its constituent clubs to fight any such legislation by preparing and addressing suitable memorials to their respective Congressmen and by securing all of the publicity possible upon the question.



Wilksburg, Pa., June 3, 1913.  
Editor "Science of Advertising."  
Dear Sir:—Sometime ago you were good enough to criticize our little monthly store paper. We are inclosing you a copy of the June issue and would appreciate your criticism on same.  
THE KUHN CO.  
W. S. Kuhn, President.

"Store News," issued by the Kuhn Co., is the smallest store paper that ever came to this department. It is 4 x 5¼ inches and has

in it is well written and is in my judgment first class advertising.  
\*\*\*  
I reproduce the cover page and page 3, which is representative of the whole. These are the exact size of the original.  
\*\*\*

There is only one thing I don't like about this paper, and that is the form "The Kuhn Co." is in on

neatness of the page. I understand of course why it is used in that form—because the design is a sort of trade-mark and the firm want to

ordinary boldface type—not italic boldface, like their present design  
\*\*\*  
Everything considered, I consider this little store paper one of the neatest, cleanest and best that have ever come to this department. It is meaty, interesting and persuasive and should certainly get business

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be

# Store News

Published Monthly by

*The Kuhn Co.*



818-820 Wood St., Wilksburg  
Bell Phones, Wilks 181, 182, 183, 184

Vol. 1 June 1913 No. 8



## NOTICE.

- ¶ About June First we will begin to make and deliver Ice Cream.
- ¶ Up to date it has never been profitable to deliver Ice Cream here in Wilksburg, mainly for the reason that most people only order it for special occasions, and there has not been enough regular demand to keep an expert Ice Cream maker busy.
- ¶ Notwithstanding this fact we are going into the business and we are going to make our Ice Cream so good that it is sure to be in regular demand.
- ¶ We ask your co-operation to the extent of a trial order of one quart. The price will be fifty cents but if it is delivered on Sunday it will be sixty cents.

eight pages. It is a very good-looking little paper, well set, well printed, and with an interesting look. More than this, the matter

the first page. The page is so small and the name design so bold that it seems rather like an excrescence on the page. For me it spoils the

use it on everything they have. It is even on their letterhead. But in my judgment it is too big and bold—at least in this size—for this small sheet. Personally I would rather not use it at all, and believe that the Kuhn Co. would be surprised to see how much cleaner and better their first page would look if they would set their name in

addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.  
New potatoes continue very cheap; \$2 per barrel is top. Maryland is shipping now. Old potatoes are also very low—60 to 65 cents per bushel. A year ago new potatoes were \$3.25 per barrel.

### ROOT BEER BOTTLES.

Home made Root Beer is inexpensive, easy to make and is usually better than you can buy in Bottles.  
We have the bottles for this purpose. They are the quart size and have patent stoppers. The Dozen—65c

### ROOT BEER EXTRACT

Hires Root Beer Extract makes the best Root Beer.  
The Bottle -----17c

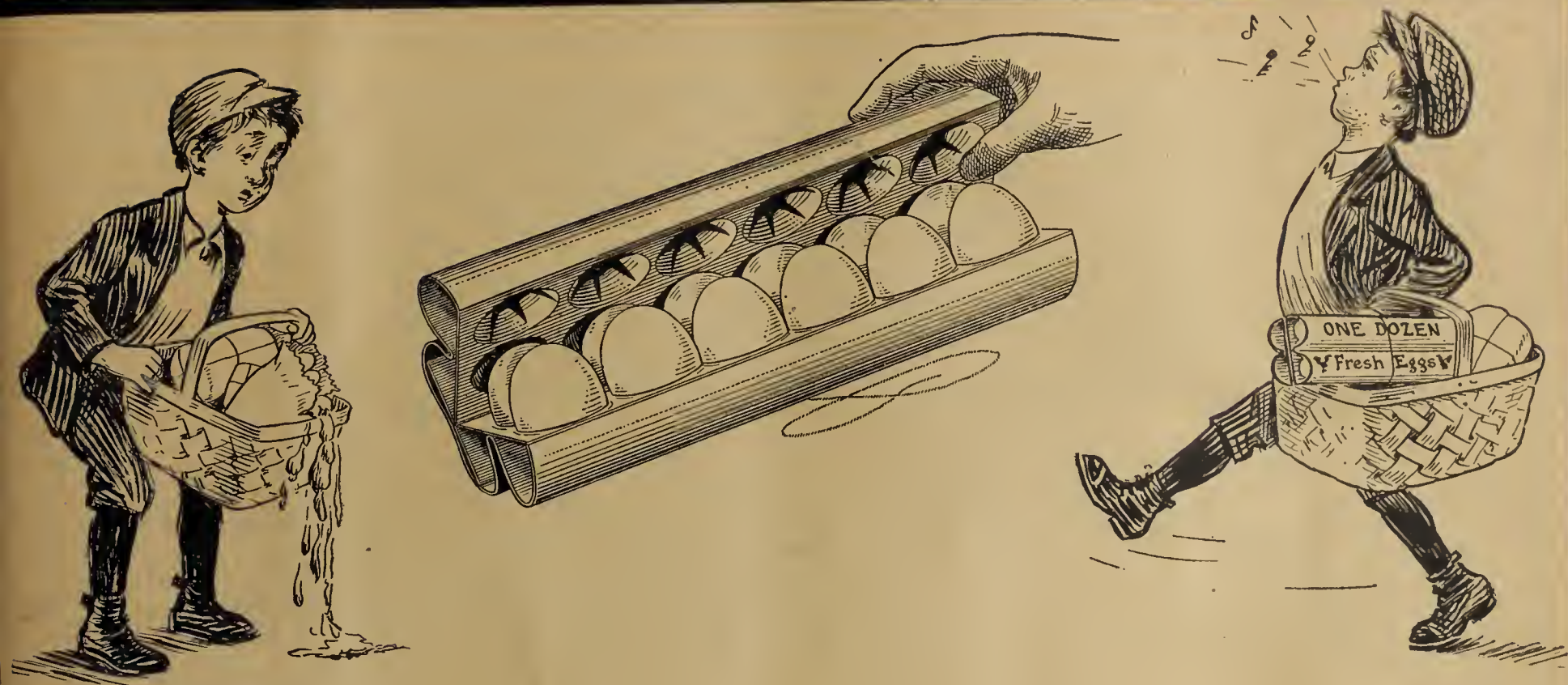
### A CORRECTION

Last month we published a recipe for "Perfection Salad" calling for Knox's Gelatine. Through an error of the printer 1 cup of Gelatine was specified instead of 1 envelope.  
If this error has caused you any loss we will be glad to make it good. The salad is a fine one and we will furnish recipe on request.

### MASON JAR CAPS.

We have a new sanitary cap that will make your old Mason Jars better than new. With this lid the rubber fits around the top rim of the jar and the contents cannot come in contact with any metal. The Dozen -----30c





## Continental Safety Egg Cartons are the Only Practical Egg Cartons

First: They prevent breakage, because each egg is firmly gripped in a cushion-like nest, and this secures your full profit.

Second: They are quickly and easily filled and fastened.

Third: Each carton has its own string and fastener attached to it, thus saving time and string.

*Packed flat, 250 to the case*

*Ask your jobber or write us for FREE sample*

### CONTINENTAL PAPER BAGS

"There's a Continental Paper Bag for every paper bag purpose," and our name on a bag carries with it the quality guarantee of the biggest paper mills in the world. Let us quote prices on the grade of bags you are now using.

**COFFEE BAGS:** Let us show you how to make a reputation for your coffee and increase your sales by using bags that will retain the fresh roasted flavor and aroma.

*Write us for samples and prices*

Write us for sample of our new specially designed Parcel Post package which meets every requirement of the postal authorities for shipping eggs by mail with absolute protection against breakage.



**Continental Paper Bag Co.**  
WHITEHALL BUILDING, NEW YORK





## CCXII.—What to do When a Notice Alleging Infringement of Patent is Served Upon You.

A San Francisco (Cal.) paper has submitted a case involving patent infringement to me, and has asked me to discuss it, I assume, from the standpoint of the merchants who are at the present time innocently using what the courts have declared to be an infringement on another's patent.

The case in question was brought in the United States Courts by the Elliott Machine Co. against Albert T. Wise, a manufacturer of or wholesale dealer in wire used by retail shoe dealers for putting on buttons. The facts of the case were that the Elliott Co. sells a patented machine for putting on shoe buttons, and attaches to every sale a condition that the buyer shall only use on the machine wire also made by the Elliott Co. Wise, the defendant, started in to sell wire for use on the Elliott machines, and as he sold it cheaper, he sold quite a lot of it. The Elliott Co. asked for an injunction against him on the ground that he was infringing their patent, and the court granted it. Now the company is sending to all retailers who bought wire from Wise, a notice of the injunction, and is ordering them to stop using it or they will themselves be proceeded against for injunction. The questions involved are first, was what Wise did really the infringement of a patent, and second, had the Elliott Co. any legal right to consider the retailers infringers also, if they bought the Wise wire innocently and in good faith, without knowing that Wise was an infringer?

The answer to the first question is that Wise was undoubtedly an infringer, under the decision of the United States Supreme Court in the Dick mimeograph case. Dick made and sold a patented mimeograph—below cost, he testified—upon the condition that the buyer

should use upon it only papers and ink sold by him, i. e., Dick. That is where his profit was to come from. Somebody sold, and the buyer of a mimeograph used, paper or ink made by somebody else, and Dick prosecuted them for infringing his patent; that is to say, for illegally breaking in upon his patent monopoly. The United States Supreme Court said he was right, and that decision appears to forever settle one phase of the manufacturer's right over his goods after they leave his hands.

The Elliott case appears to be practically the same, and under the Dick decision it would appear to be settled. I should say that under that decision every wire dealer who sold wire for use on the Elliott machines, and every owner of the machine who bought outside wire to use upon it, was an infringer upon the Elliott patent and could—and would—be enjoined by the court.

The second question is, what is the status of the retail merchant who perhaps innocently buys the other wire and uses it on the Elliott machine. Perhaps he has never heard of the condition requiring Elliott wire to be used on Elliott machines. Perhaps he has always used outside wire and concluded that the condition was not enforced. Perhaps he was told by the seller of the outside wire that the Elliott patents had run out, or that they didn't expect retailers to obey the condition. All of this makes no difference, and nothing could make a difference except the unqualified permission of the Elliott Company that outside wire could be used. The retailer who uses the other wire is as much an infringer as Wise, who sold it, and the law admits of no excuse. He can have done it in absolute innocence and ignorance, he may not even have

known that there was a patent on the thing; the law will nevertheless punish him as an infringer.

This inflexible provision of the law applies to every case where a merchant uses a cash register, or a money drawer, or a slicer, or a computing scale, which is held to be an infringement upon something else. The manufacturer of the latter can swoop down on every little storekeeper who is using the infringing device and sue him for damages. At the trial the court will not even consider how innocently the merchant came to use the thing, but only this: "Is the appliance you are using an infringement upon the patented appliance?"

This is an enormous power which is given to the manufacturer of a patent, and it should make buyers of *anything* of this sort extremely careful. I know some large business men who, when they buy such things, make the seller sign a guarantee that the article is not an infringement upon any patent and that he, the seller, will defend and pay costs in any infringement suit which is brought on account of it. Such guarantee could take the following form:—

Date.....

In consideration of the purchase on the above date of.....

.....

I hereby guarantee that same is not

an infringement upon the patent,

trade mark or copyright of any

other person, and in the event that

the buyer hereof, .....

..... is made defendant in

any action for infringement on ac-

count of selling or using said ar-

ticle, I hereby agree to defend said

action at my own expense, paying

all costs, judgments and expenses

adjudged against the said buyer in

the said suit. I also agree to re-

purchase said article from the said

buyer, at the latter's option, paying

therefor the price paid by him.

In witness whereof I have here-

unto set my hand and seal this

..... day of ..... 1913.

..... (Seal.)

Witnesses:

.....

.....

The above will not save a merchant from a possible infringement suit, but it will give him a perfect foundation for an action against the person from whom he bought to recover all the expense he has been put to.

(Copyright, June, 1913, by  
Elton J. Buckley.)

Question: G. G. H., Phoenixville Pa.—Is there a law requiring persons selling coal oil to keep it in an iron tank buried two feet under ground, and when does it go into effect? Please answer in your columns.

Answer.—There is no such law, though there are regulations limiting the quantity of coal oil a merchant may keep on his premises and requiring over a certain amount to be kept outside. I suggest writing the State Fire Marshal, Harrisburg, Pa., and also taking the matter up with your local county fire inspector.

Question: W. B., Philadelphia.—Would the enclosed guarantee for butter and eggs be sufficient, or should a guarantee, in order to be full enough, state that the goods comply with "all national and State pure food laws"? There seems to be a tendency on the part of some wholesalers to avoid giving a clear, full, guarantee and the fact that new laws are occasionally enacted leaves one in doubt as to whether he has the proper guarantee. Please make clear exactly what guarantee I should require in order that all the points of the law should be fully covered regarding purity, weight, etc.

Answer.—The guarantee which was sent with this is as follows:—

We guarantee the articles on this invoice to conform with the Federal Act of June 30, 1906, known as "The Foods and Drugs Act," and with the Act of the General Assembly of Pennsylvania, known as "The New Pennsylvania Food Law," approved May 13, 1909, in that the said articles are not adulterated or misbranded within the meaning of the aforesaid Act of Congress or the aforesaid Act of the General Assembly of Pennsylvania.

In the case of butter and eggs, about which you specially inquire, there are special laws both Federal and State, and the guarantee should therefore read, after naming the two special acts, "and all other laws, either of Congress or the Assembly of the State of Pennsylvania, which apply to said articles, or which may in the future be passed applying to said articles."

I do not mean to say that the above guarantee might not furnish complete protection. It probably



ould furnish it, because anything  
ich constituted adulteration or  
branding under other and spe-  
l laws, would probably also be a  
lation of the general State and  
ederal acts, and could therefore  
prosecuted under the latter.  
t the addition I suggest is wise  
a matter of extra precaution,  
I should include it in the guar-  
ee even on articles other than  
ter and eggs.

NOTE.—Requests for informa-  
n in this Department should  
sely set out in full all the facts  
aring on the case, and all ques-  
ns should be carefully framed  
avoid misconstruction. Write  
one side of the sheet only.  
tters should be received at this  
ce not later than Tuesday of  
h week to ensure an answer  
the Monday's issue following.  
e signature and address of the  
iter must accompany all in-  
ries, and will be published un-  
s there is a request not to do  
All inquiries received will be  
swered without charge. Ad-  
ess all communications to Legal  
itor "Grocery World and Gen-  
eral Merchant."

#### A New York Jobber's Views on Mail Order Competition.

A New York wholesale house  
sent this bulletin to storekeep-  
s in the smaller cities and towns  
throughout the country. It deals  
th meeting mail order competi-  
n and says:—

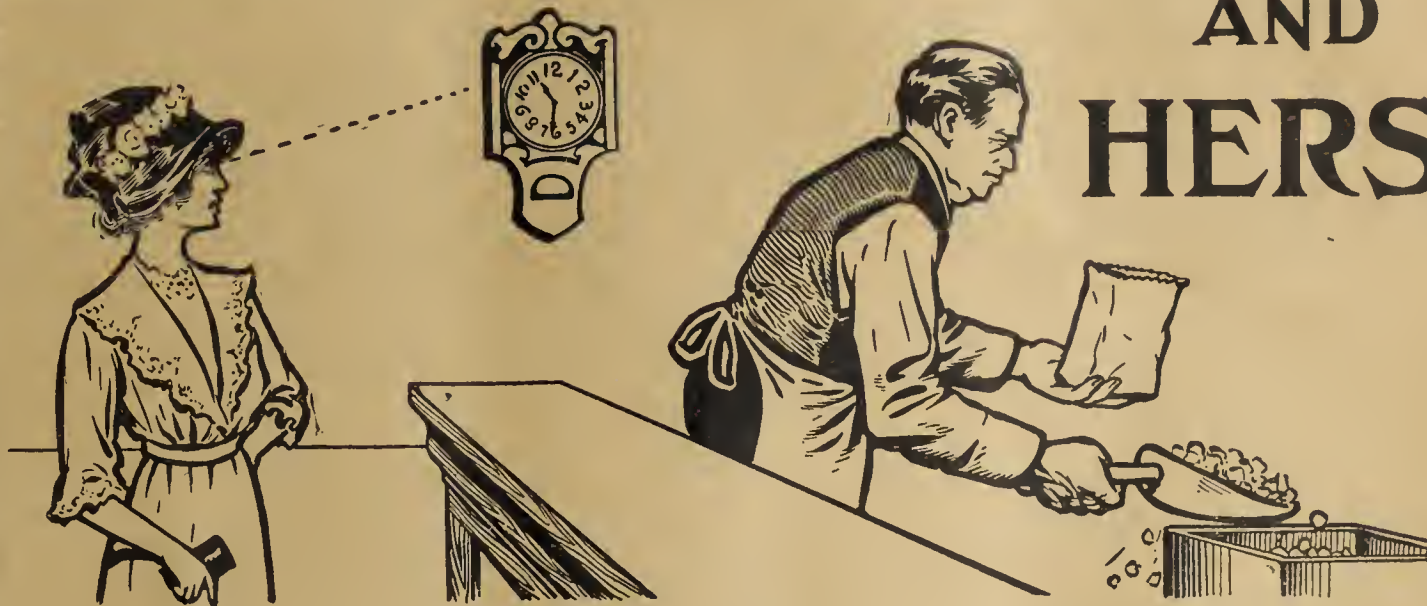
The retail mail order house has  
no monopoly on the use of "baits"  
o suggest that all offerings are as  
cheap as the leaders brought to the  
attention of the public. Probably  
the inspiration for such efforts on  
their part came from the 5 and 10-  
cent stores, where the science of  
losing money in order to make  
money is brought down to a fine  
point. It is not an uncommon  
thing to find in the windows of  
these stores 50-cent goods that are  
offered for 10. Note, though, that  
the one leader fills the whole win-  
dow or is the only losing thing in  
sight. Go inside and you will find  
that practically every other article  
offered for sale pays 50 to 100 per  
cent. profit.

#### A Correction.

In the "Grocery World and General  
Merchant" of recent date it was stated  
at the price on Franco-American  
soups was 91 cents, less the discount  
the free deal, which brought about  
price of 81 cents. This should have  
been 90 cents. The article also referred  
to them as "Franco-American Concen-  
trated Soups." These soups should be  
known as READYMAID CONCENTRATED SOUPS.

The article also stated that the  
Franco-American Food Co. were run-  
ning full-page advertisements each issue  
the "Grocery World and General  
Merchant," but neglected to say that  
they are also running full-page adver-  
tisements in all the other grocery trade  
papers in Pennsylvania.—Adv.

# LOSING YOUR TIME AND HERS!



You could sell ARGO  
STARCH to *ten* cus-  
tomers in the time it takes  
to sell bulk starch to *one*,  
because when you handle  
ARGO STARCH  
there's no weighing, no  
wrapping, no tying—just



a neat carton to take from the shelf and hand out. You can  
sell ARGO STARCH and *nine other articles* to one  
customer in the time it would take to scoop, weigh, wrap and  
tie bulk starch. This means you can't afford to bother with  
bulk starch. ARGO STARCH is *clean* starch, it starches  
clothes *white*; we say so in our extensive advertising and sales  
come quick to the grocer who keeps ARGO STARCH  
well displayed.

**Corn Products Refining Company**  
**NEW YORK**



#### WHAT TO TELL CUSTOMERS

"ARGO STARCH is the clean and pure starch. The first  
time you use it you'll notice how much whiter your clothes  
look. Let me send it to you this week."

This is one of the firms the sale of whose products  
helps organize the Pennsylvania Retail Merchants





### I Ain't Going to be 'Lminated.

Did you see that stuff in last week's G. W. about the New York scheme to put all us middlemen in a bag and drown us? I ain't forgetting I'm a middleman just as much as you are, and if you've got to go you'll probably find me waiting at the dock too. I'm probably a heap more ornamental than a bunch of you, but my good looks ain't ever made me a dollar yet, and they ain't going to count much.

This kick against the middleman is beginning to peeve me. It ain't good to feel that everybody is waiting to kick you to death. I'll get so I'll be afraid to go out in the street after a while.

All that's just my sarcastic way of talking. They ain't going to do away with any middlemen, take it from me. They're too blamed lazy to do their own work, and they've got used to having us middlemen do it for 'em. You can't cure laziness, once a man gets it deep, and that's why I ain't much afraid.

Ain't there a lot of guff about it, though? Every day I'm expecting somebody to bring out a scheme to train calves to deliver their own livers to people's doors. That would be some scheme, wouldn't it? And some of these days I sup-

pose they'll be able to teach chickens to give ready-made soup.

Howsomever, you can josh about it all you like, it don't keep me from thinking whether I'm the sort of middleman that could be done away with. I don't like to feel that a salesman don't really have a place that he's earned, and that he's simply butted in and is hanging on by his nerve. If I thought things would go on just as well without me and the other salesmen, and that all I was doing was making things cost more, by George, I'd pull out and go live on my wife's father.

But believe me, I don't feel that way. It's as sure as shooting that if it wasn't for the salesmen, half the retail stores in business would dry up and blow away.

It don't take salesmen to get orders for sugar and Quaker oats. They're selling steady right along and when a man's stock gets low he can just as well mail his orders as to give 'em to a salesman. If all a salesman did was to take orders for regular stuff like that, he wouldn't be doing anything to earn his money. That ain't what I mean at all.

It does take a salesman to get orders for a whole lot of stuff that's

outside such things as sugar and Quaker oats. Things half the retailers wouldn't buy by mail or any other way, unless they were talked into it by some salesman. I don't mean overload stuff—stuff that they don't need and can't sell, but stuff that will sell, if they put it in. I mean the stuff that makes a store something else beside a hole up an alley that sells a few little things that people got to have.

I'll bet a dollar you can go into any grocery store and for everything that people plumb got to have, like sugar and vinegar and salt, you can find a dozen—oh, a dozen nothing! a hundred—that they don't have to have and could get along without if they had to. These goods are selling right along, understand.

You listen close to your old uncle when he says that if it wasn't for salesmen half of these things wouldn't be bought at all. That's what I mean by drying up without salesmen. If this stuff had to be bought by mail a lot of it would never be bought, and the store would dry up that much.

That's as true as anything I ever said, and I've never told but one lie since I was married.

I don't want to poke bouquets at

myself, but I have one or two fellows on my route that I'm the biggest thing to that ever happened. I know that don't sound modest, but I've got to get some praise. I feel, honest, as if I give those fellows more than they give me. There they are, away off from everything, and by George if they weren't stirred up once every so often they'd get a scum on. I drift in after a round of maybe a hundred stores and I'm able to tell 'em things. You can't beat it.

Don't you forget that I'm only one of 'em. There's a thousand more men on the road doing the same thing. Yes sir, you can bet your neck we're the big cheese and we can't be got along without. I ain't afraid; I'll lick the first fellow that tries to 'limate me, with one leg tried behind me. Whee! I didn't know I was so important until I told myself I was.

THE STROLLER.

### More General Store Failures in May But Fewer Grocery Failures.

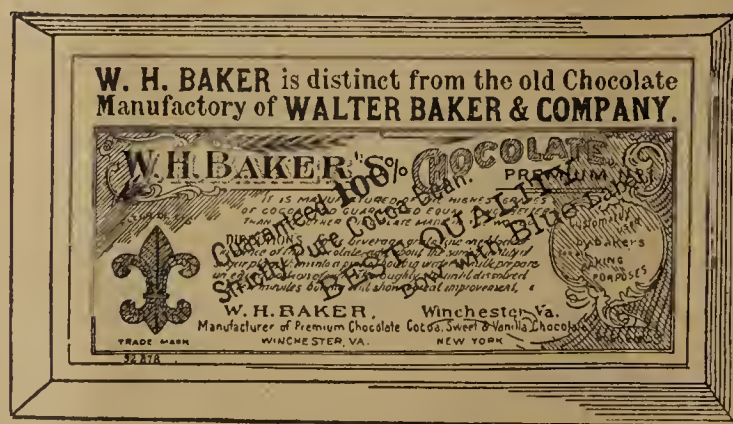
There were more general store failures in May, 1913, than in May, 1912, and less grocery failures. The percentage of falling off was larger than the percentage of increase. The figures are as follows:

General Store Failures.—May, 1913, 140; liabilities, \$995,528; May, 1912, 129; liabilities, \$778,298.

Grocery Store Failures.—May, 1913, 190; liabilities, \$801,693; May, 1912, 235; liabilities, \$960,907.

North Carolina blackberries are coming regularly forward and range from 12 to 14 cents per quart. The first New Jersey blackberries are in and brought 15 cents, though the quality was poor.

## W. H. BAKER, WINCHESTER, VA.

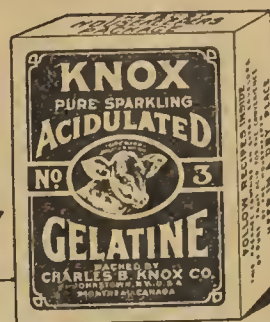


### Chocolate and Cocoa Preparations

United States Serial No. 5257  
Guaranteed Under the Food and Drugs Act, June 30, 1906

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"





## When She Sees One She Wants Both

¶ We are advertising both packages of KNOX GELATINE and your customers want to be able to buy both from you. KNOX GELATINE is a splendid seller because a package makes two full quarts of jelly, and because it is wholesome and EASY TO PREPARE.

¶ Tell your customers about KNOX ACIDULATED GELATINE No. 3, which sells for the same price as KNOX SPARKLING GELATINE No. 1 but contains an extra envelope of lemon flavor and saves them the trouble of squeezing lemons.

¶ KNOX GELATINE pays you a splendid profit out of the retail price of fifteen cents a package and the sales come so often it will pay you to

*"Make KNOX your gelatine leader"*

**CHARLES B. KNOX COMPANY**

:

**Johnstown, New York**

## New Idea in Account Register Systems

**A Register that can grow as you grow;**

**One that can expand as your business expands.**

The Expansion Type Register is the New Idea and is the latest and exclusive feature of

With Only  
One Writing

**The McCASKEY  
SYSTEM**

The End  
of Drudgery

Write for further information. We will gladly have our nearest salesman call on you and explain the Expansion Type Register features without any obligation on your part to purchase.



Unless you need System he will not urge you to buy. Write today to

**The McCaskey Register Co.**  
**ALLIANCE, OHIO**

BRANCHES: New York, Chicago, Boston, Washington, Pittsburgh, Memphis, Atlanta, Kansas City, San Francisco, Seattle; Dominion Register Company, Ltd., Toronto, Canada; Manchester, England.

*The largest manufacturers of carbon coated salesbooks in the world*

**First and Still the Best!**



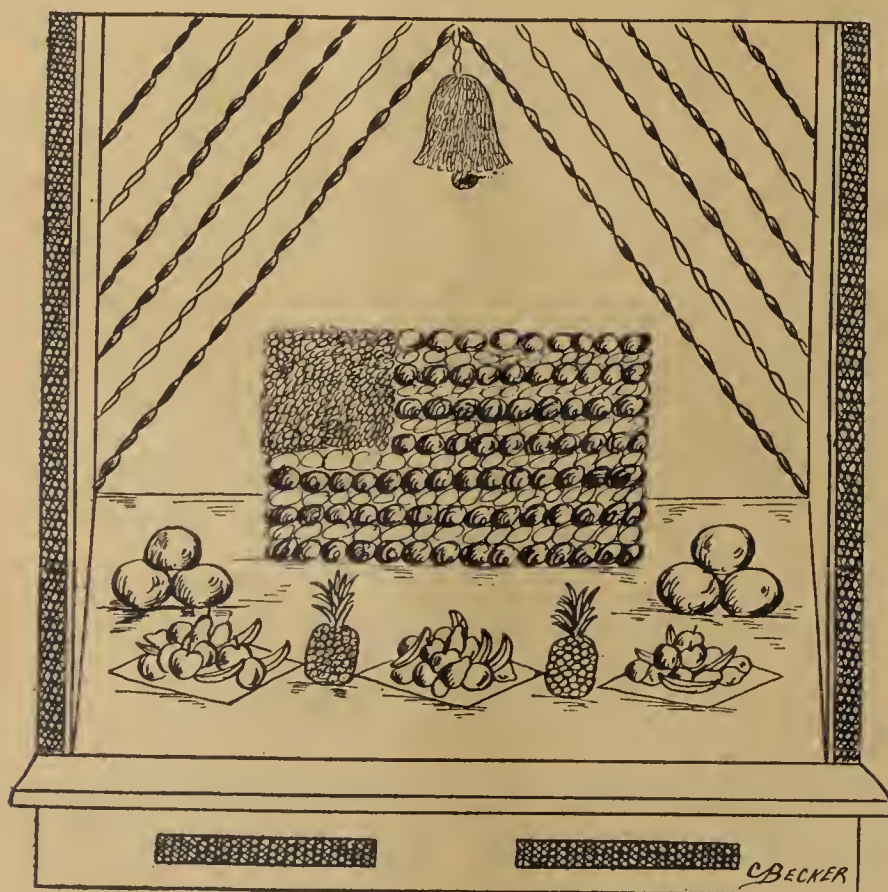


## Two Independence Day Trims

Don't forget to decorate your windows for this glorious day—a good picnic day, when fine groceries and fruit are very much in demand.

### No. 1.

The arrangement of fruit and vegetables is as follows: First cover the bottom of the window with white crepe paper. Along the front place three pyramids of fruit and place a large pineapple between them. At each side in the centre place a pyramid of grape fruit. The flag is made in the following manner: Nail a few strips of wood across some nice, wide boards, making a flat surface three feet long and two feet



wide. Cover this with white wrapping paper and place it in the centre at the rear in a slanting position, the rear end being elevated about sixteen inches. This done, place a row of medium size ripe tomatoes on the bottom, then a row of white onions, and so on until you have the thirteen stripes. The blue square is made of blue grapes or plums

### This Will Let You Sell Fresh Tomatoes on New Year's Day.

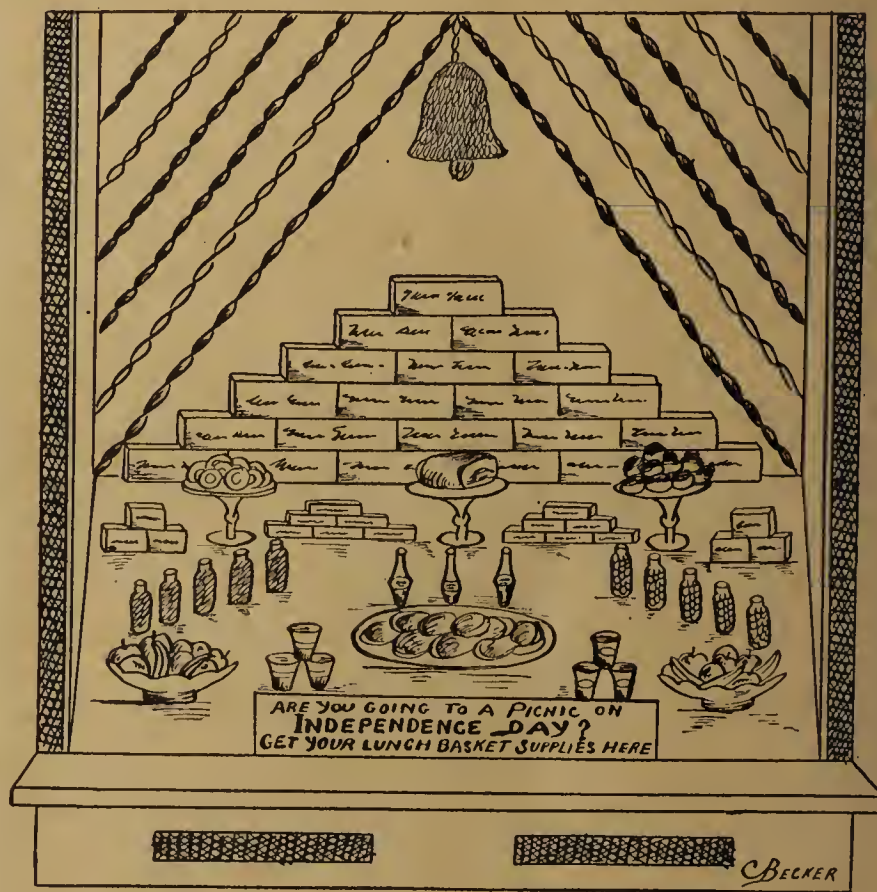
By practical experiment it has been ascertained by some of the farmers of the country that green tomatoes picked in October

wrapped in tissue paper, placed in a dark and dry place can be kept until the middle of January, and even later, and then ripen. Several of the farmers in certain sections of Maryland, it is said, tried this

Cut red, white and blue crepe paper in long strips about three inches wide and arrange them at the rear as illustrated. Suspend a red, white and blue paper bell in the centre.

### No. 2.

The lunch display is arranged as follows: Cover the bottom of the window with white crepe paper. In the centre, in front, place a long narrow card with wording as illustrated. Back of it, at each end, place a pyramid of peanut butter in jars and club cheese. At each side place a flat dish of fruit. In the centre place a platter of sliced boiled



ham and back of it a bottle of catsup, mustard dressing and Worcestershire sauce. At each side place a row of bottled pickles and olives. Display fancy small cakes and pound cake on tall cake stands and between them place Nabiscos, Saltines and Butter-thins in pyramids. At the rear build a large pyramid of milk lunch or crackers. The background is the same as described in the other article.

experiment last year, and had ripe fruit on their tables on New Year's day.

The temperature where the tomatoes are placed must not be too severe and must be dry. If

such were not the case during the freezes of December, the tomatoes, covered with moisture from the damp cellar, would become chilled and as a consequence would in a short time decay.



Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

## General Merchant

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ELTON J. BUCKLEY,  
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DAVID EZEKIEL,  
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## A Letter Which Probably Made One Retailer Appreciate His Jobber More

**Something Interesting on the Jobber's Frequent Complaint that Retailers Do Not Appreciate the Jobber at His Proper Worth. Jobber Refuses to Sell One Customer Unless Paid in Advance. Retailer's Credit Was Good, Too.**

It is a common complaint among jobbers that the average retailer has no clear realization of the convenience which the jobber represents to the retailer, and particularly that he has no appreciation of the favors which the jobber extends to the retailer, especially in the way of granting him extended credit and carrying him over dull, slow times. There are many jobbers who make this a favorite subject of conversation, and get very sore about it.

It is certain that the average retailer would have a good deal harder time to get along without the jobber than he has to get along with him, and it is probable that if jobbers could bring themselves to be more independent toward the retailers whom they are befriending the most, the latter's sense of appreciation might increase.

All this is inspired by reading a copy of a letter which has come into the possession of this journal. It was written by a Missouri jobber to a country storekeeper of the same State and explains itself:—

Dear Sir:—After having made three unsuccessful attempts to interview you, relative to our shipments of November, 1912, we are at last gratified in noting that you have settled your account with our Mr. J. H. Balderson in full.

You will remember several years ago when we had an account with you, we placed the same in the hands of our attorney for collection and when we finally received our money it took all the profit on the goods to pay his fee and we had nothing to show for our trouble. This account has been a losing proposition since January 8th, as we price our goods with the understanding that the money is to be here in our office not later than sixty days after shipment.

You will not pay drafts, neither do you answer any kindly business communications addressed to your office. This is, indeed, a very unsatisfactory way of doing business. You, no doubt, have adopted this policy with other houses and they may be satisfied to do business with you on these terms, but we *simply cannot do it*. The profit on our goods is too small and our expenses are too heavy to justify us in even trying to meet your requirements along this line.

If we can locate any line of factories who will sell us the different kinds of goods you order and which you use in your business from time to time who are willing to ship these

goods to us and allow us to place them in our warehouse until we sell them and then remit for the same when we get good and ready, or if you will permit the slang phrase, "any old time," we might be able to do a profitable business with you.

Again, you are an inland town buyer and this necessitates an expenditure of \$1.50 each time our salesman calls on you, and this in itself, counting the number of times he has called on you, has used up our profits over and over again, so that the receipt of the money gives us no relief. We have lost money in every way you look at it and we believe the most satisfactory way for us to do business with you is on a cash basis.

Your order of the 16th to our Mr. J. H. Balderson amounts to \$4.76 and the net profit to us in this transaction would be \$1. You can very readily see we cannot do business in this way and we shall have to ask you to remit the money in advance and we will allow you the usual 2 per cent. cash discount and return to you from time to time what amounts you may overpay in making rough estimates. If you underpay the amount, we shall have to send the goods C. O. D., and you can pay for them upon receipt of same, less cash discount.

We have advised our Mr. Balderson that this is our policy with you from now on and we have no doubt but that he will pass up your town, as it is very expensive for us to call on you and then have you treat us in the way you have been doing in the past few years.

We trust, however, you will look at this matter in a frank and fair way and we feel sure that you will be impelled to change your business policy, as it is a policy which will not work very successfully in the twentieth century, and sooner or later will prove very disastrous in your business. Other houses have adopted the same policy that we have, and you may not be able to buy the goods which you need in the proper carrying on of your business. However, this is simply a suggestion, as you are the architect of your own fortunes and you must settle these questions for yourself. So far as we are concerned, this is final.

We trust you will appreciate the kindly spirit in which our letter is written and accept the suggestions for what they are worth. This is not a financial question in any way, as you are amply able to meet all of your obligations. It is simply a question of method.

We thank you for your past favors and feel quite sure we can be friends if we do not have any other business relations, and that you will appreciate the fact that we have the goods and our prices are right and when we are asking you to pay cash in advance we will give you value received for your money, and we are sure we can make our dealings on that basis both mutually pleasant and profitable. We have adopted this policy with others and we are selling them large quantities of

goods and they seem to be quite satisfied with the treatment they are receiving at our hands.

There is no information as to the feelings of the retailer who received this letter. Possibly he was angry and raged about it, but if the letter told the truth about his past transactions, he deserved everything in it.

### To Stop Misusing Notices of Judgment Under Federal Food and Drugs Act.

The United States Department of Agriculture has changed its method of issuing the notices of judgment under the Federal Food and Drugs Law. From now on the notice will announce at the very top whether the given manufacturer was acquitted or convicted. The change is announced in the following notice sent this journal:—

The Department of Agriculture has made an important change in the form for issuing notices of judgments which give the result of actions under the Food and Drugs Act. Hereafter the headings of these notices will show at a glance whether the government has won its

suit or the defendant manufacturer was acquitted. This change results from the fact that the Department has discovered that salesmen have used these notices in the old form to prejudice a customer against competitor's goods, even where a competitor has been acquitted. This was possible with the old form, because it was frequently necessary to read the entire notice of judgment in order to learn whether a penalty has been entered or the defendant acquitted. Many persons did not take the time or trouble to read the notice, and in many cases took it for granted that a notice of judgment meant in each instance that the Government had won, and that to sell the defendant's products would be to violate the Food and Drugs Act.

The publication of the notice of judgment is the severest part of the penalty when the Government has won its case against the manufacturer, because publication of the verdict against him is a serious blow to his business. The Department has no wish to have those who have won their cases against the Government suffer from any misapprehension that they have been convicted. The new form will state clearly in its heading whether the judgment is in favor of or against the manufacturer, and thus make the punitive effect of a verdict in favor of the Government still stronger, but relieve manufacturers who have won their cases from the danger of false use of the decision on the part of their competitors.

## Housewives' League Asks Grocers for Ten Per Cent. Discount

**Intelligent Request by a Branch of the National Women's Organization Which Says it Aims to Improve the Conditions of the Retail Grocery Business.**

The Housewives' League, an organization of women which has branches in various large cities, is beginning to show the cloven foot. Its ostensible object is to improve the conditions of the retail business, particularly the retail grocery business, and especially as to cleanliness. In Toledo, Ohio, where there is a branch, the sincerity of the aims of the organization is shown by the fact that they have just asked the Retail Grocers' and Butchers' Association of Toledo, Ohio, to give them 10 per cent. discount on cash purchases. This also reveals the intelligence which animates the organization.

The following correspondence passed between the Housewives' League and the Toledo Retail Grocers' and Butchers' Association:

Toledo, Ohio, June 17, 1913.

Mr. A. Weinandy, Secretary Retail Grocers' and Butchers' Association, Toledo, Ohio.

Dear Sir:—At a regular meeting of the Housewives' League yesterday it was voted to ask the Retail Grocers' and Butchers' Association

to give a 10 per cent. discount for cash payment of all bills and on delivery a day.

Kindly let us hear from you as to your decision in this matter.

Very respectfully yours,  
(Mrs.) LOUISE M. TEWKSBURY,  
405 Prescott Street,  
Corresponding Secretary

THE ANSWER.

June 24, 1913.

Mrs. Louise Tewksbury, Secretary Housewives' League, 405 Prescott Avenue, Toledo, Ohio.

Dear Madam:—Your letter of the 17th inst., asking for a 10 per cent. discount from the members of the Toledo Retail Grocers' and Butchers' Association, on the consideration of cash purchase and one delivery a day, has been given consideration by our Board of Directors.

Taking up the question of paying cash for purchases, based upon the statement that thereby we could eliminate the services of a bookkeeper, we wish to call your attention to the method in vogue to-day

**ELTON J. BUCKLEY**

Editor "Grocery World and General Merchant"

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609  
Keystone, Race 746



nearly all grocers handling large accounts.—

Most of the grocers are progressing with the times and therefore have eliminated a great deal of the work which formerly devolved on the bookkeeper, such as keeping up a day book, journal and ledger. They have eliminated these, and most of the physical work of large accounts is done by the person when the business is transacted. Sales orders are now on duplicate sales books, the final going to the customer with goods delivered, and the duplicate is placed in a receptacle under person's name.

It is necessary to employ a bookkeeper even if we should do solely cash business, for the reason that we have invoices of purchases on which must be entered, discounts figured, salary accounts, expense accounts, etc., etc. The filing of these slips does not occupy more than one-half of one person's time. In addition to bookkeeper's work, she also acts as cash-

In connection with our organization we have one of the best credit reporting systems in the United States. We have the individual financial standing of practically every person doing business with us. By means most of us have reduced risks on bad accounts to less than half of 1 per cent., which you can readily see places our sales on a practically cash basis.

You must also take into consideration that numerous articles in the past three years have advanced considerably in price, and the retail merchants have not asked the necessary per cent. in selling to meet this advance.

We also wish to call your attention to the fact that the maximum profit of the retail grocer usually does not exceed 5 per cent., and the average in most cases is but 3 per cent. So you can see it would be impossible to give a 10 per cent. discount.

In regard to one delivery a day, you could guarantee to the different retailers that their customers would confine their orders to one delivery a day, it would be worthy of further consideration.

Our experience satisfies us that this would be a physical impossibility. There has been much progress and conditions have considerably changed in the past years. We have rapid transit, almost every one has telephone service. Social clubs, etc., have been organized which take up a great deal of the housewives' time, and her duties therefore have materially increased. The installing of the telephone has been a boon to nearly all of our customers. It is so easy for them to pick up the receiver and in a few minutes' time furnish to their grocer a list of goods desired, and we feel that they appreciate the advantage of this service to the extent that they would not forego it for the purpose of any other method of buying their needs.

Therefore we feel that we can reasonably state that a 10 per cent. discount, as requested by your organization, is impossible.

Respectfully,  
THE TOLEDO RETAIL GROCERS' AND BUTCHERS' ASSOCIATION.

Per Secretary.

Cucumbers are cheap because most of the receipts are poor. The price ranges from 50 cents up, but first-class ones would bring \$2 to \$2.50.



## 4-colored Metal Store Sign

HARDWOOD FRAME

**FREE**

TO DEALERS IN

# VERIBEST Canned Meats

Take advantage of our assistance to increase your sales of **Veribest Canned Meats** because they are sure to please your customers by their delicious flavor and tenderness.

Extensive advertising in street cars, magazines and newspapers, by circulars, demonstrations, sampling and billboards, has created widespread demand for **Veribest Canned Meats**. It will pay you to hitch your store up to our advertising—to secure the sales we are sending to you. The best way to let your customers know that they can buy **Veribest Canned Meats** from you is to

## GET THIS FREE SIGN

and keep it in a prominent place in your store. It will act as a constant reminder and stimulus to increased trade.

**Special Offer to Grocers** We have a special proposition for you. We will pay you to work for us to increase your sales. This is co-operation that means extra dollars for you. Write us at once for full details.

**ARMOUR AND COMPANY**  
CHICAGO



### WHAT TO TELL CUSTOMERS

"With **Veribest Canned Meats** in the house it's always easy to prepare a dainty meal at a moment's notice."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants' Association.



Written for the "Grocery World and General Merchant."

## Contributor Who Has Been Employer and Employee Says Employees Are as a Class More Loyal to Employers Than Employers Are to Employees

**Some Sound Advice to Employees Not to be Content With Advancing Their Employer's Interests, But to Advance Their Own Interests at the Same Time.**

For years I have listened to the admonitions of the preacher, schoolmaster and cultured enthusiast who tell the employee to be faithful to the employer, the rewards that will follow him who is faithful to the employer's interests and how each youth when he enters the arena of his life work should see that his employer's interests are his own, much in the same fashion as I have listened to the emanations from the pulpit of what I call sugar plum Christianity, like little Jackie Horner who "stuck in his thumb and pulled out a plum and said what a brave boy am I."

Now I have no lack of reverence for the above advice. I would go so far as to agree with the principle inculcated by Andrew Carnegie, who says to the employee: "break orders to save owners always," but I do insist on this—that many employers are not worthy of the earnest devotions given in their behalf and I may go still further to say that in my own limited observation that as a whole employees are more loyal to employers than employers are to the employed.

There are a class of employers, and it is to be lamented that they are few, who are large enough, broadminded enough, to so care for their employees that the advancement of the employed is automatic, rapid and praiseworthy. To that class I extend the hand of brotherly love and say "God speed" in the good work.

I want to say, however, that there is a large class of employers, too large I know, who have one idea in life; it is to get not only the largest measure of work out of the employed, but who are entirely careless and indifferent as to the advancement, state of health, or even the sanitary condition of the employed.

A perhaps partial remedy for this condition is not to have the preacher from the pulpit, the school

teacher from the desk, or the editor from his easy chair insist so loudly from his particular forum for the unconditional devotion of the employee to the employer.

It seems to me that a sane study of the question would urge the employee to work and watch and watch and work, to canvass carefully how much of the altruistic habit characterizes his employer. I would have the employee consider his detail work just as important as the organizing work done by the employer. I would have him true to himself in thorough mastery of his branch and part; a better doer and performer of his detail work than his employer can possibly be. As to unionism, I have nothing to say now pro or con. I do insist that an employee know his business. I would have him understand that he almost alone is the producer of the fund out of which he is paid and very jealous of his particular part just as the employer is of his. I would have every employee a master of his own detail and kindly and pleasantly shift his position to his own betterment.

I think this is the solution of the labor question.

R. B. CHIPMAN.

Clifton Heights, Pa.,

June 26, 1913.

### Every Staple Food But Sugar Has Increased in Price Since 1890.

**Sugar Declined 4.9 Per Cent., But Other Foods Advanced from 23 to 111 Per Cent. Range in Market Shown in Most Large Cities.**

Special Correspondence of "Grocery World and General Merchant,"

Washington, D. C.,

June 27, 1913.

The Government is still wrestling with the high cost of living, and the result of its latest investigation is a pamphlet just issued by the Department of Commerce and Labor. It sets forth the result of

an inquiry into the retail prices of many staple food products from 1890 to February of this year. Fifteen food products which the Department says represent about two-thirds of the average workman's table expenses, were considered, and retail prices were gone after in thirty-nine large cities. The conclusion reached from the investigation was that "the price of food at retail for most of the fifteen products was slightly higher, but the decline for a few of the fifteen was so marked that the fifteen considered as a whole declined rather than advanced."

Between January 15th and February 15th, eleven of the fifteen articles advanced and four declined in price. Those which declined were eggs, potatoes, sugar and milk, with 5.6 per cent. decline for sugar and 15.6 per cent. for eggs. There were advances in the prices of sirloin steak, round steak, rib roast, pork chops, bacon, ham, lard, hens, flour, corn meal and butter. For hens, the advance was 2.6 per cent. and for hams, 1 per cent. The change was less than 1 per cent. for the nine other articles which advanced.

For the year ending February 15, 1913, potatoes declined 33.3 per cent.; sugar, 16.9; eggs, 15.7; and flour, 2.5 per cent. The eleven other articles included in the computation advanced from 1.8 per cent., for corn meal to 20.2 per cent., for pork chops. Seven of the fifteen articles advanced more than 10 per cent.

Comparing the average prices of the fifteen articles for the ten-year period from 1890 to 1899 with their prices on February 15, 1913, it is shown that sugar declined 4.9 per cent., but that all the other articles show an advance, the per cent. of advance varying from 23.6 per cent. for potatoes to 111.6 per cent. for bacon. Eleven of the fifteen articles advanced in price more than 50 per cent.

Sirloin steak was 60.8 per cent. higher on February 15, 1913, than the average price for the ten-year period. Round steak advanced 84.5 per cent.; rib roast, 62.7; pork chops, 89.4; smoked ham, 69.1; pure lard, 62.3; hens, 66.6; wheat flour, 27.4; corn meal, 56.1; strictly fresh eggs, 56; creamery butter, 63.5; Irish potatoes, 23.6, and fresh milk, 40.1.

On February 15, 1913, the percentages of increase in prices of the

articles mentioned since the corresponding date of 1912 were as follows. It should be remembered that the figures do not represent prices, but only percentages of increase or decrease, as stated, of the year before:—

#### SIRLOIN STEAK.

New York, 17.3; Philadelphia, 16.6; Boston, 10.1; Newark, N. J., 21; New Haven, 19.2; Buffalo, 21.6; Pittsburgh, 13.8; Providence, 22. The highest advance for sirloin steak was in Omaha, 33.8.

#### ROUND STEAK.

New York, 17.6; Philadelphia, 18.1; Boston, 7.2; Newark, 25.1; New Haven, 20.4; Buffalo, 24.1; Pittsburgh, 21.9; Providence, 25. The highest advance on round steak was in Omaha, 34.8, with Manchester, N. H., second, 33.4.

#### RIB ROAST.

New York, 16.6; Philadelphia, 15.9; Boston, 20.3; Newark, 9.2; New Haven, 16; Buffalo, 18.5; Pittsburgh, 14.1; Providence, 17.8. The highest advance on rib roast was in Seattle, 27.1.

#### PORK CHOPS.

New York, 23.9; Philadelphia, 20; Boston, 22.2; Newark, 24; New Haven, 17.5; Buffalo, 37.3; Pittsburgh, 30.5; Providence, 10.2. The highest advance on pork chops was in Jacksonville, Fla., 41.8.

#### SMOKED BACON.

New York, 13.5; Philadelphia, 10.6; Boston, 25.5; Newark, 20.5; New Haven, 25.8; Buffalo, 21.1; Pittsburgh, 22; Providence, 10.4. The greatest advance on smoked bacon was in Louisville, 34.6.

#### SMOKED HAMS.

New York, 12.8; Philadelphia, 8.4; Boston, 11.6; Newark, 11.4; New Haven, 14.5; Buffalo, 14.9; Pittsburgh, 17.3; Providence, 14.8. The highest advance in smoked hams was in St. Louis, 32.9.

#### PURE LARD.

New York, 10.4; Philadelphia, 9.4; Boston, 20.5; Newark, 11.5; New Haven, 11.6; Buffalo, 16.1; Pittsburgh, 10.1; Providence, 14.1. The highest advance on pure lard was in Louisville, 23.7.

#### HENS.

New York, 7.6; Philadelphia, 6.3; Boston, 14.2; Newark, 15.4; New Haven, 5.2; Buffalo, 14.5; Pittsburgh, 5.7; Providence, 4.5. The highest advance on hens was in Milwaukee, 22.8. A decrease of 19.3 was shown for Atlanta, and slight decreases for Dallas and Los Angeles.

#### WHEAT FLOUR.

Decreases in price shown for New York, 9.9; Philadelphia, 9.1; Boston, 6.7; Newark, 8.8; New Haven, 7.7; Buffalo, 12; Pittsburgh, 9.8; Providence, 7.5. The lowest decrease on wheat flour was in Buffalo, while there were increases in fifteen cities, with Salt Lake showing the greatest, 11.5.

#### CORN MEAL.

New York, decrease, 0.1; Philadelphia, increase, 1.1; Boston, increase, 0.1; Newark, increase, 2.8; New Haven, decrease, 1.0; Buffalo, increase, 4; Pittsburgh, decrease, 5.1; Providence, increase, 13.1. The greatest increase in corn meal was in Providence; the greatest decrease in Louisville, 12.

#### STRICTLY FRESH EGGS.

Decreases—New York, 17.5; Philadelphia, 28.9; Boston, 19.9; New-



k, 14.6; New Haven, 14.8; Buffalo, 17.4; Pittsburg, 29.3; Providence, 26.2. Scranton showed the greatest decrease, 32.3, and Portland, Ore., the greatest increase, 2.

## CREAMERY BUTTER.

New York, increase, 9.7; Philadelphia, increase, 7; Boston, decrease, 9.5; Newark, increase, 7.8; New Haven, decrease, 2.5; Buffalo, decrease, 1.9; Pittsburg, increase, 9; Providence, decrease, 0.2. The greatest increase in butter was in Kansas City, 12.8, and the greatest decrease in Boston.

## IRISH POTATOES.

New York, no data obtained; Philadelphia, decrease, 30.1; Boston, decrease, 41.7; Newark, no data; New Haven, decrease, 35.9; Buffalo, decrease, 38.5; Pittsburg, decrease, 33.3; Providence, decrease, 2.6. The greatest decrease in Irish potatoes was in Omaha. There was no increase in prices anywhere.

## GRANULATED SUGAR.

All decreases—New York, 14.7; Philadelphia, 18.9; Boston, 15.5; Newark, 14.9; New Haven, 21.6; Buffalo, 15.5; Pittsburg, 16.3; Providence, 13.8. The greatest decrease in sugar was in Louisville, 23.0.

## FRESH MILK.

New York, 1.4; Philadelphia, no data; Boston, 1.6; Newark, no data; New Haven, 3.4; Buffalo, 14.6; Pittsburg, 1.3; Providence, 12.5; all increases. The greatest increase in fresh milk was in Milwaukee, 16.6. There were increases of 3.3 in San Francisco and Seattle and of 2.0 in Portland, Ore.

HOLT.



## PEARL BORAX SOAP

### Pleases All Classes

It is both the "biggest moneysworth" and the *best soap* you can sell—it combines quality and economy.

One cake of Pearl Borax Soap will do as much work as *two or three* cakes of ordinary soap. Every cake is a *full pound* of hard, white, **pure** soap that will cleanse thoroughly without injuring the finest fabric. **Pearl Borax Soap** repeats. Once you start your customers buying it, its quality, combined with our liberal gifts given in exchange for wrappers, will *keep them buying* and insure you a steady stream of sales.

## CHAS. W. YOUNG & CO.

Makers of Soaps of Merit

PHILADELPHIA

ESTABLISHED 1877

### WHAT TO TELL CUSTOMERS

"Ordinary bars of soap only weigh 8 or 12 ounces, but a bar of **PEARL BORAX SOAP** weighs a full pound. It's better soap, too, and the wrappers are valuable. Try it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## Fly Time is Coming

How do you prevent flies from injuring your stock of fruit and vegetables? Do you know that one of the functions of an Electric Fan in the Grocery Store is that of acting as an efficient fly chaser? Ceiling and desk fans not only are good fly chasers, but they are the best means of making your Grocery Store cool and inviting to customers during the hot summer months.

We are selling fans at the very lowest prices that can be obtained anywhere in the city.

**The Philadelphia Electric Company**  
TENTH AND CHESTNUT STREETS



# WITH THE EDITOR

The Eastern representative of a California canned goods packer complained bitterly to a "Grocery World and General Merchant" representative during the week at a condition like this: A number of his competitors had missionary salesmen out among the retail trade. Orders obtained were turned in to certain jobbers. The firm represented by the complaining agent did no missionary work, therefore its prices were in some cases 20 per cent. below those gotten by the packers who employed the missionary salesmen, the quality in both cases, according to the broker, being the same.

## A Double-edged Complaint.

In other words, the broker was complaining because retailers were foolish enough, as he put it, to pay for having themselves solicited, and that he, with a better proposition, should have to be the sufferer.

There is of course much force in this protest, but it is dangerous business for any distributor to object because the price of a given article has to bear the cost of selling it. If we started to eliminate everybody from the distribution of merchandise whose salary had to be added to the cost we would eliminate everybody and every thing. No observation is truer than "the consumer pays it all." Therefore, it is a question whether one salesman, the price of whose goods has been made to include his own salary, can consistently object to a competitive price which includes perhaps the salaries of two salesmen instead of the salary of one.

It is an ill wind that blows nobody good. The heavy advance in coffee has hurt retail grocers considerably, both by curtailing sales and curtailing profits. The burden of making up the loss on various articles which "custom" decrees should be sold at or below cost, which has been borne by coffee for years, has, since coffee advanced so much, had to be transferred to other articles.

But this detriment has not been without compensating advantage.

Where the high price of coffee has only wounded the grocer, it has killed hundreds of coffee and tea peddlers and exclusive coffee and tea stores. Formerly these concerns were able to make their living out of the profits on coffee, aided by the even larger profits—by percentage—that they made on tea. The tea profit was merely an aid, however, because much less tea was sold. Coffee reached such a price that practically their only source of revenue dried up, and a jobber in position to know is authority for the statement that large numbers, both of route men and tea and coffee stores, have gone out of business in the last year or two. This must have brought a direct gain to the retail grocer, and a very large gain, for the number of these concerns had become very large.

It has been repeatedly said that tea peddlers and tea stores would never have been able to take business from the grocer—moreover, his most profitable business—had the grocer been alive. That observation availed little after they had done it, but it looks as if the grocer might be going to have another chance. The peddlers and the exclusive tea stores are gone, many of them, but coffee is declining and they may come back. If they do try to re-establish themselves, we will see what the grocer will do to keep his trade from being again taken from him.

In even the simplest business affairs, the average woman is like a child and the arguments which need to be used to convince her are apt to sound like those used to teach a child that two and two are four. There are thousands of exceptions to this, but they are women who have had business training or have inherited from somebody the business instinct.

The Housewives' League, the National woman's organization which recently started out to reform the retail grocery business, particularly its cleanliness, has shown by one of its actions in Toledo, Ohio, how fitted it is for its

task, and how unselfishly it is going about it. The Toledo branch of the Housewives' League has asked the members of the local Retail Grocers' and Butchers' Association to grant 10 per cent. discount for cash! The association has refused for reasons which will of course be understood by every reader. Not only is a 10 per cent. cash discount in the grocery business unheard of, but it would more than absorb the average retailer's entire net profit! The Housewives' League of Toledo has shown itself to be composed of intelligent and well-informed ladies.

The unselfishness of the request is also to be considered. The Housewives' League is continually hammering at grocers to conform with high standards of cleanliness and sanitation. In this it deserves all possible support. High standards of cleanliness and sanitation, however, cost money, and the Housewives' League generously seeks to equip the grocers of Toledo with the money for this added expense by demanding a 10 per cent. discount, which is more than he earns.

There is strong food for thought in the letter appearing elsewhere in this issue which a jobber wrote to a retailer refusing to sell him any more goods unless he paid for them in advance or C. O. D. The interesting part of the incident is that the retailer was perfectly good financially and was admitted to be in the jobber's letter. The rea-

## A Common Mistake Among Buyers.

son for cutting him off was that he was a small buyer who lived in a sparsely settled district which was expensive to get to, and was so slow in paying his bills that the jobber used up more than his profit trying to collect. The letter is published elsewhere with some remarks about the jobber's complaint that retailers as a class have no proper appreciation of the good friend and the great convenience that the jobber represents to them.

That is not only true of retailers toward jobbers, but it is true of jobbers toward manufacturers, and of consumers toward retailers. It is true of almost every buyer toward his seller. He believes he is doing the seller a favor by buying of him, that all the obligation in the case is owed by the seller, and that he, the buyer, can be absolutely independent and hand the seller exactly the kind of treatment he wants to hand him. The writer once heard a woman who had owed a grocer \$150 for nearly a year, wax scathingly indignant when asked for pay; she contemptuously rebuked the grocer as she would have rebuked a common servant who presumed upon his master's goodness. The woman was a fair type of thousands of buyers who forget the convenience and satisfaction that they experience in buying of an honest, convenient and courteous house. They are all hopelessly wrong, for the obligation that rests between a seller and a buyer is a mutual obligation in which one gives as much as the other.

## Arbuckles Deny Preparing Mail Order Coffee Scheme for Consumers

Well-defined Rumor that They Will Conduct Such an Enterprise Under Name of "William and Charles Company," Pronounced "Silly."

The "Grocery World and General Merchant" recently received information from a reliable source, which, however, cannot be revealed, that Arbuckle Bros., coffee roasters and sugar refiners, would shortly

launch a mail-order coffee enterprise, through which they would seek to sell coffee direct to consumers. The information was that the scheme would be conducted under the name of "The William

## The Grocer and the Tea and Coffee Peddlers.



and Charles Company," William and Charles being the first names of the two present members of the firm.

Several days ago a letter was addressed to Arbuckle Bros. reporting the receipt of this information and asking that it be confirmed or denied. The following answer was received:—

New York, June 26, 1913.

"Grocery World and General Merchant,"

Philadelphia, Pa.

Gentlemen:—Answering your favor of the 24th inst., we beg to say that the rumor to which you refer is almost too silly to be dignified by a denial. However, since it has interested you sufficiently for you to inquire about it, we will give you our assurance that there is not the slightest possible basis of truth therein, and we hope you will not give it any publicity.

Yours very truly,

ARBUCKLE BROS.

The first nearby tomatoes are in market; a fair crop is expected. The first Jerseys brought \$2.50 to \$2.75 per basket, which is an enormous price. The quality was fair. Mississippi tomatoes are still coming forward, but are scarcer, and the price has advanced to \$1.10 per carrier. They were as low as 75 cents.



We would be pleased to have for publication in this column the ideas of our readers upon trade topics being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

#### As to Piano Contests.

New York, June 23, 1913.

To the Editor.

Dear Sir:—A client of mine who is conducting a business which includes piano contests is endeavoring to have a surety company issue bonds guaranteeing that he will live up to the contracts which he will make with the merchants.

In the course of their investigation the surety company obtained a copy of an article which appeared in your paper, issue of April 1, 1912. You can readily appreciate what effect such an article would have on the mind of an underwriter who was considering the acceptance of a similar line of business, regardless of what the other favorable features might be.

You will, no doubt, also agree that this article which was published about simultaneously with

another of the same tenor in the "Presto" has created an odium which is still following up this business regardless of how it is conducted.

I am not writing to you to criticize or to question any of the statements contained in the article referred to, but I would like to have you advise me if any subsequent information received on the subject by you has caused you to take a different attitude in regard to this business.

I make this inquiry because it seems strange that your publication, which condemns these piano contests which were conducted by the Brenard Manufacturing Co. in no uncertain terms, and the "Inland Storekeeper" and the "Merchant Trade Journal" praise them so highly at the same time.

I am not writing for the Bren-

ard Manufacturing Co. nor for anyone connected with it or any of the individuals or firms mentioned in the article referred to.

Thanking you in anticipation of this courtesy, and assuring you that any information you may care to give will be treated strictly confidential, I am, Yours truly,

F. J. REYNOLDS,

Dealer in Surety Bonds and Insurance.

The "Grocery World and General Merchant" regrets that it has received no recent information regarding the methods of certain piano contest concerns, which would change its views concerning them. The articles published were all written by reliable persons after careful investigation and thorough knowledge and experience, and the publishers of this journal believe them to be just and true.

The Grocery World and General Merchant" has no opinion to express as to why the journals named take a contrary view.

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A Directory of the Wholesale and Retail Trade.

Groveville, N. J., June 24, 1913.

To the Editor.

Dear Sir:—Kindly advise me if there is a directory published of the wholesale and retail grocery trade

## TAKE ADVANTAGE OF THIS BUYING

We know that more of our Dandelion Butter Color is being used now than ever before.

If you are not getting your share of this buying

## WAKE UP AND STOCK UP

### Dandelion Brand

THE BRAND WITH



### Butter Color

THE GOLDEN SHADE

We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS,--STATE AND NATIONAL.

## WELLS & RICHARDSON CO., - BURLINGTON, VERMONT

Manufacturers of Dandelion Brand Butter Color



for New Jersey, New York, Pennsylvania, Delaware and Maryland. Kindly advise me where I may procure same.

E. BORDEN.

There is a directory of the wholesale trade for the States named, together with all other States, published by Orrin Thacker, Columbus, Ohio. There is no directory of the retail trade.

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**To Sell Empty Tubs.**

Johnsonburg, Pa.,  
June 20, 1913.

To the Editor.

Dear Sir:—I have a lot of empty butter and lard tubs and would like to know where I could sell them to good advantage.

Yours truly, J. MEEHAN.

To sell butter tubs, correspond with Beiswanger Bros., Fred. Vogt & Son, Felin & Co., Wm. Burk & Co., Hausman Bros., all of Philadelphia.

Lard tubs are not salable in summer. In winter any of the above firms will buy them.

Corn is plenty and cheap. All the supply is from the South, and the range is \$1.25 to \$1.75. The quality is fair and the demand moderate.

## Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s  
Department Food Stores, Dover, N. J.

**Selling Macaroons.**—Each season brings to the grocery counter its sellers. Coconut macaroons is a good one, because this weather keeps them soft. They come packed in flat wooden boxes—about 20 pounds—and the thing to do is to put a box full in a 3-gallon glass jar with your 25 cents a pound tag. A macaroon is an inviting thing no matter how displayed, but shown up this way they're simply irresistible.

A postage stamp and a request from the writer will give you the address of the party that makes a specialty of these.

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**What Are You Doing With Your Containers?**—"Containers" you know is a new term and compara-

tively a new thing in the grocery business.

One time it was all wooden boxes. "Containers" should be

saved for the man that wants a box to put his goods in.

But when your automobile customer has a dozen ginger ale for her order the Beechnut Packing Co's container or Whitman's marshmallow whip container make the nicest kind of "package" to use because the sections in these are complete and save you the time and trouble of packing.

\*\*\*

**Take Your Medicine.**—Before you move another step on the rung of that ladder you're likely to have to take some medicine. The old

## Moxley's Butterine

PURER, BETTER, CHEAPER THAN BUTTER

**When You Buy from Us You are Buying  
from the Maker**

Ask us for particulars regarding licenses, prices, etc.

**WM. J. MOXLEY, INC.**

Wholesale Branch  
87 Warren Street, New York City

CHICAGO

Wholesale Branch  
120 & 122 First Avenue, Pittsburgh

# FAIRY SOAP



FAIRY SOAP is just as much needed in the bath room as any food article you sell is needed in the dining room, and our heavy advertising has made the public expect to find it in YOUR store.

Make a display of FAIRY SOAP at all times and show you are ready to supply the demand for the big, white, floating oval cake with the five cent price and the twenty-five cent value.



"Have you a little 'Fairy' in your home?"

**THE N.K. FAIRBANK COMPANY**

**CHICAGO**



IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



school apothecary used to make it bitter for effect. If your prods and your shocks and your disappointments are bitter, keep on, they're effectual. A man that quits his job because he's called down hasn't arrived at that brainy period of his life that tells him medicine making is very wholesome. Your weakness is going to be told you if the Boss does his duty. Learn of him. It isn't that he likes the ask. He likes you. If you weren't worth correcting he'd put another fellow that was in your place. The danger is in your not opening your eyes. Most of us turn down good advice. We do it out of pure conceit or pure ignorance.

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"He Has Ambition."—What is ambition anyway? It's an everlasting aspiration to be at the top of the ladder. How often you hear it said of so and so—"he has no ambition." In other words, he is a worm of the dust. Ten dollars a week lets him by. He's thankful for work. He shaves twice a week. Has his shoes shined and his hat brushed every Sunday "regular." Doesn't believe in cleaning his nails nor calling on a girl nor having his trousers pressed. No time or desire to read a line on the tariff bill, but "he's there" when the sporting news is discussed. Pretty good judge of poor beer and can roll a cigarette with the best of them.

Now if this description doesn't hit one of you fellows well and good—be thankful. But if it does give yourself a shake—just the way a dog shakes the water off himself. Take a few deep breaths of pure air, look yourself over, spruce up and start in. Don't care if you're fifty years young it isn't too late. All the better if you're 17. But up 'till now they've dubbed you a "no ambition" chap and it's time to fool them. You'll get more fun, more peace, more real life out of life when you begin to "fool" them than you ever thought existed for you. Work, think, plan for the top of the ladder, even though to-day you're standing with some insecurity on the first rung.

The first new white potatoes from New Jersey are in market and bring 50 cents per basket. This is cheap, the reason being the low market for all varieties of potatoes. Some Southern new potatoes are still coming forward, but the price is low—\$1.75 to \$2.25 per barrel.



## TALK TO YOUR CUSTOMERS ABOUT PRIZE BUTTER

Some butter is "fair" and that's all you can say about it; PRIZE BUTTER is *better than that*, it's so *unusually good* that it will bring you an increased trade from satisfied customers and *their friends*.

Try this plan: Take up the butter question with every customer, tell her you're *selling* PRIZE BUTTER, tell her you can guarantee its quality, flavor, purity, uniformity and freshness. Don't wait until she asks for butter, but tell her about PRIZE BUTTER, ANYHOW! First thing you know your butter sales will increase. You'll see new customers coming to get PRIZE BUTTER and they'll buy other articles as well, for every woman is ready to believe that where she can get good butter other things are good also.

*PRIZE BUTTER packed in Cartons is a neat handy package that saves you the time and work of wrapping*

### P. F. BROWN & CO.

39-41-43 South Front Street, Philadelphia



#### WHAT TO TELL CUSTOMERS

"PRIZE BUTTER is better than any I've been able to sell you heretofore. I want you to try it because I know it will please you."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## Bill to Attach Grocery Debtors' Wages Passes Both Houses and Goes to Governor

**Its Fate is Uncertain. State Association Bringing All Possible Influence to Have Bill Signed. Commodities Bill Passes House Finally and Goes to Senate.**

Special Correspondence of "Grocery World and General Merchant."

Harrisburg, Pa., June 27, 1913.

The commodity bill came up for final passage in the House during the week and after slight amendment passed third reading. The text of this bill as passed is as follows:—

### AN ACT

Defining commodities, regulating the sale thereof and providing penalties for violation hereof.

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That the word "commodity," as used in this act shall be taken to mean any tangible personal property sold or offered for sale.

Sec. 2. All liquid commodities when sold in bulk, or from bulk, shall be sold by weight or liquid measure. All dry commodities when sold in bulk, or from bulk, shall be sold by weight, dry measure, or numerical count. No dry commodities shall be sold by liquid measure. Dry commodities in carload lots may be sold by weight.

Sec. 3. It shall be unlawful to use a measure without a bottom in selling any commodity.

Sec. 4. It shall be unlawful in selling any commodity to use any measure unless the same shall have thereon marked in distinct letters and figures the capacity thereof. If such measure be of the capacity of one-half bushel or less, or of one-half gallon or less, it shall be marked in terms of a quart dry or liquid measure, respectively. If the measure be of the capacity of over one-half bushel or one-half gallon, it shall be marked in terms of a bushel or gallon respectively.

Sec. 5. It shall be unlawful for any person, firm or corporation, with intent to defraud:—

(1) To sell or offer for sale any commodity on the container of which is marked any false statement respecting the kind, number, quantity, weight or measure of such commodity, or of any part thereof, or respecting the place or county where such commodity was manufactured or produced, or respecting the quality or grade of such commodity.

(2) To orally or otherwise represent that any commodity offered for sale in bulk, to which no name or trade mark shall be attached, is the manufacture or production of some other than the actual manufacturer or producer. Provided, that nothing in this act is to be construed as applying to drugs, medicines, chemicals or pharmaceutical or proprietary preparations used as medicine, nor to toilet preparations.

Sec. 6. Whenever any commodity named in this section shall be sold by the bushel, the bushel of such commodity shall consist of the re-

spective number of pounds herein set forth, namely:—

Alfalfa seed, 60 pounds.  
Apples, 50 pounds.  
Apples, dried, 25 pounds.  
Barley, 47 pounds.  
Beans, dried, 60 pounds.  
Beans, castor, shelled, 46 pounds.  
Beets, 60 pounds.  
Blue grass seed, 14 pounds.  
Bran, 20 pounds.  
Broom corn seed, 50 pounds.  
Buckwheat, 48 pounds.  
Cabbage, 50 pounds.  
Carrots, 50 pounds.  
Cement, 100 pounds.  
Charcoal, 20 pounds.  
Cherries, with stems, 56 pounds.  
Cherries, stemmed, 64 pounds.  
Chestnuts, hulled, 50 pounds.  
Clover seed, 60 pounds.  
Coal, anthracite, 75 pounds.  
Coal, bituminous, 76 pounds.  
Coal, stone, 80 pounds.  
Coke, 40 pounds.  
Corn, shelled, 56 pounds.  
Corn, ear, husked, 70 pounds.  
Corn meal, 50 pounds.  
Cranberries, 40 pounds.  
Cucumbers, 50 pounds.  
Currants, 40 pounds.  
Flaxseed, 56 pounds.  
Gooseberries, 40 pounds.  
Grapes, 48 pounds.  
Hair, plastering, 8 pounds.  
Hemp seed, 44 pounds.  
Herd's grass, 45 pounds.  
Hickory nuts, 50 pounds.  
Hominy, 60 pounds.  
Horseradish, 50 pounds.  
Hungarian grass seed, 50 pounds.  
Kaffir corn, 56 pounds.  
Lentils, 60 pounds.  
Lime, 70 pounds.  
Linseed, 56 pounds.  
Malt, 38 pounds.  
Millet, 50 pounds.  
Oats, 32 pounds.  
Onions, 50 pounds.  
Onion sets, 28 pounds.  
Orchard grass seed, 14 pounds.  
Parsnips, 50 pounds.  
Peaches, 48 pounds.  
Peaches, dried, peeled, 38 pounds.  
Peaches, dried, unpeeled, 33 pounds.  
Peanuts, 22 pounds.  
Pears, dried, 50 pounds.  
Peas, green, unshelled, 56 pounds.  
Peas, 60 pounds.  
Plums, 64 pounds.  
Popcorn, unshelled, 56 pounds.  
Potatoes, 60 pounds.  
Potatoes, sweet, 54 pounds.  
Quinces, 48 pounds.  
Rape seed, 50 pounds.  
Raspberries, 48 pounds.  
Red top grass seed, 14 pounds.  
Rice, rough, 45 pounds.  
Rutabagas, 60 pounds.  
Rye, 56 pounds.  
Rye meal, 50 pounds.  
Salt, coarse, 85 pounds.  
Salt, ground, 62 pounds.  
Sand, 100 pounds.  
Shorts, 20 pounds.  
Sorghum seed, 50 pounds.  
Spelt, 40 pounds.  
Strawberries, 48 pounds.  
Timothy grass seed, 45 pounds.  
Tomatoes, 60 pounds.  
Turnips, 50 pounds.  
Walnuts, common, 50 pounds.  
Wheat, 60 pounds.  
Sec. 7. If in package form the quantity of the contents shall be

plainly and conspicuously marked on the outside of the package in terms of weight, measure or numerical count. Provided, however, that reasonable variations shall be permitted and tolerated, and also exemptions as to small packages shall be established by rules and regulations made by the Chief of the Pennsylvania of Standards.

Sec. 8. Each person, firm or corporation that shall violate any of the provisions of this act shall be guilty of a misdemeanor, and upon conviction thereof before any alderman, magistrate or justice of the peace of the proper county shall be fined not less than \$25 nor more than \$100.

Sec. 9. It shall be the duty of the proper city and county inspectors of weights and measures to enforce the provisions of this act.

Sec. 10. This act shall go into effect the first day of January, 1914. Provided, however, that no penalty shall be enforced for any violation of its provisions as to domestic products prepared or foreign products imported prior to eighteen months after its passage.

Sec. 11. All acts and parts of an act, general, local or special, inconsistent with any of the provisions of this act are repealed.

The bill presented by the Pennsylvania Retail Merchants' Association, allowing the attachment of 10 per cent. of a debtor's wages, if he owes a delinquent grocery bill, passed the Senate finally last Monday, receiving 27 votes. This gets it to the Governor, where its fate is uncertain. The State Association is bringing all the influence it can upon the Governor. Practically the same bill passed the Pennsylvania Legislature twice before, but was vetoed by the Governor each time. The text of the bill as it passed finally is as follows:—

### AN ACT

Authorizing the attachment of wages, or salary judgments obtained, for necessities limiting the amount of exemption to be claimed, and providing for the payment of the costs.

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That from and after the passage of this act, whenever a judgment is obtained in any court of record or before an alderman, magistrate or justice of the peace, upon a contract for furnishing the necessities of life, and the defendant is a laborer or person engaged in public or private employment, the wages of such laborer, or the salary of such person, shall be subject to attachment in the hands of the employer.

Sec. 2. When an attachment execution is issued upon such judgment, and wages or salary are attached in the hands of the employer, if the amount in the hands of the employer shall be less than the amount of exemption allowed the defendant by law, the debtor shall be entitled to his claim for an exemption to a sum amounting to 90 per centum and no more of the money so attached. No deduction from the fund attached shall be permitted for costs, but said costs shall be paid by the attaching creditor.

Sec. 3. No attachment shall issue or be levied under this act unless and until the debtor has been given thirty days previous notice by registered mail at his last known address of the intention to issue such writ, and shall have failed within said period of thirty days to adjust said judgment to the satisfaction of his creditor.

Sec. 4. The provisions of this act shall only apply to judgments secured upon contracts for the necessities of life furnished after the passage of this act.

Sec. 5. All acts or parts of acts supplied hereby or inconsistent herewith be and the same are hereby repealed.

R. C.

## Surprisingly Many Grocers Sell Milk

**Department of Agriculture Looks Up Conditions in Forty-seven Cities and Finds Large Percentage of Grocers Selling Milk Bottled or in Bulk. Thinks Many Grocery Stores Not Clean Enough to Sell Milk.**

Special Correspondence of "Grocery World and General Merchant."

Wash., D. C., June 26, 1913.

A remarkably large percentage of retail grocery stores sell milk either in bottles or in bulk, the United States Department of Agriculture finds by an investigation which has just ended. Not long ago the following list of questions was sent to forty-seven of the largest cities in the country:—

1. About how many stores (groceries, etc.), sell milk in your city?
2. What proportion sell bottled milk?
3. About how many gallons of dipped milk are sold daily from such stores?
4. What regulations have you governing stores that sell milk?

5. Do you have much difficulty with such stores?

6. How often are such stores inspected?

7. Have you any figures showing bacterial counts of dipped store milk as compared with wagon milk or bottled milk?

8. Do you consider dipped store milk to be a serious problem in your city?

The cities reporting had an average population of 451,239, or about the same as Detroit, Mich. These cities averaged 1,256 milk-selling stores, or one for every 359 inhabitants. Of these stores, 52.4 per cent. sold only bottled milk, while the remainder, 47.6 per cent., dealt in bulk milk. The amount of bulk milk sold over the counter amount-



1 to 231,896 gallons a day in 17 cities reporting. This is 13,641 gallons a day in each city allowing the practice, and 0.165 pint a day for every inhabitant—men, women and children.

The Department of Agriculture contends that many of the grocery stores that are selling milk are unclean and should be excluded from the milk business, especially the bulk milk business. This is the Department's explanation of its attitude:—

The very nature of the surroundings in the average stores makes for the easy contamination of bulk milk. We insist that milk handling stations shall be kept free from rubbish, and even go so far as to advise that in constructing such buildings all unnecessary ledges and dust catching projections be avoided. In the grocery store, however, far different conditions are sometimes found; shelves filled with goods which form myriad nooks and corners for the collection of dust; tubs of rubbish and refuse; kerosene, onions, cabbage and other odoriferous articles; mice, roaches, and sometimes other vermin at large; people passing in and out, stirring up the dust and tracking street filth into the store; flies, numerous and busy, passing and repassing between the milk cans or dippers and nearby spittoons and garbage barrels. And in the midst of all this, a can of milk—sometimes covered, sometimes not—ladled and poured, dipped and stirred, and finally carried away for baby's breakfast.

In most of the smaller and poorer stores part of the building is used for the owner's residence. Sometimes the living room opens directly into the salesroom, and the danger from infection is serious when there is illness in the family. If there are children they run in and out between the house and the store. The chief milk inspector in a city of some size is authority for the statement that he has seen a child playing in a store pick up a handful of dirt from the floor, toddle to an open can and empty the filth into the milk.

Another serious factor in the sale of bulk milk in stores is the lack of care in cleaning the utensils. Dippers and measures sometimes go for days at a time unwashed, and the old milk left in the seams and crevices provides an ideal breeding place for bacteria. Even though the utensils may be apparently clean, they may not be bacteriologically clean. Ultimate cleanliness cannot be secured except by boiling or steaming, and this is seldom done in the average store.

The direct contact with dirty attendants is often another cause of contamination. Dirty hands are smeared on the dipper or the storage can, and in measuring out a customer's purchase the pitcher or other receptacle is carefully held over the open can, so that if any milk runs down over the salesman's hands it will not be wasted.

The Department says that all grocers seem to handle milk as an accommodation to their customers, and not for the profit in it. The lack of profit explains their reluctance, the Department says, to spend much time and money in looking after it. HOLT.



## Franklin Carton Sugars Include Every Fast-selling Grade

The **Franklin Carton** enables you to make a profit on **all** your sugar sales because we pack every fast-selling grade of sugar in it, including **Franklin Granulated, Franklin Dessert and Table, Franklin Cube, Franklin XXXX Confectioner's** and **Franklin Powdered**, thus making it easy for you to satisfy your customers by selling them any kind of sugar they wish in a clean **Franklin Carton**.

### The Franklin Container

The **container** in which **Franklin Carton Sugar** is packed is a strong fibre board case that is guaranteed to carry its contents in perfect condition, but is easy to open—just slit the top with a pocketknife.

### Capacity of Cartons and Containers

Original **containers** of **Franklin Carton Sugar** hold 24, 48, 60 or 120 lbs.—according to the grade—as follows:—

*FRANKLIN GRANULATED SUGAR is packed:—*

*2-lb. or 5-lb. CARTONS, 60-lbs. to the CONTAINER. Same size CARTONS 120 lbs. to the CASE.*

*DESSERT AND TABLE in 2-lb. CARTONS, 48 lbs. to the CONTAINER.*

*POWDERED and XXXX CONFECTIONER'S in 1-lb. CARTONS (with paraffine paper lining) 24 lbs. to the CONTAINER.*

*CUBE in 2-lb. CARTONS, 48 lbs. to the CONTAINER.*

## THE FRANKLIN SUGAR REFINING COMPANY PHILADELPHIA

*"Your customers know FRANKLIN CARTON SUGAR is CLEAN SUGAR."*



### WHAT TO TELL CUSTOMERS

"When you buy **FRANKLIN CARTON SUGAR** you can be sure that it is clean and dry, not lumpy and dirty; we would rather sell it to you than sugar we have to buy in a barrel, because we are sure it will give you better satisfaction."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## The New York Letter

### Attorney-General After Retailers Who Fail to Comply With New Net Weight Law. Federal Government's New Plan of Issuing Judgment Notices. Various Trade Items and Market Summary.

Special Correspondence of "Grocery World and General Merchant."

New York, N. Y.,

June 26, 1913.

Retail grocers are much concerned as to two opinions given out by Attorney-General Carmody at Albany this week in reference to the new Brooks law regarding containers and net weights.

In the first of these opinions he says that the law is now in effect and that the retail dealers must at once comply with it or subject themselves to the danger of prosecution. He says that they must mark the net weight measure or numerical count on a label or tag which must be attached to all packages of food sold from bulk by the retailers, except vegetables, as to which this provision of the law does not apply.

At the present time the retailers are not generally equipped to attend to these details. They are accordingly much interested in getting suitable forms of tags or labels with which to comply with the law. The law will add a vast amount of work to the burden of the retailers, especially until they get used to the new provisions and adapt their business to its requirements.

Another opinion does away with the supposed discrimination in favor of food supplies shipped from other States. One of the complaints about the new law was that the supplies packed in this State would be at a disadvantage since they must be marked with the net weight, while it was supposed that supplies shipped here from other States would not be subject to the provisions of the new State law. It was said that this State has no power to impose the regulations of such a law upon products coming from other States, as such a course would interfere with interstate commerce and so would violate the Federal Constitution.

Mr. Carmody says that this view of the matter is erroneous. He says that this State or any State has a clear right to guard its citizens from fraud and deception. This is a part, he says, of the police power of the State.

The regulation requiring that the weight or measure be marked on all packages is entirely reasonable, he says, and is in no way an interference with traffic between States.

He concludes that any person selling food in this State must have the containers marked in accordance with the new law, whether the supplies originate in this State or are brought here from other States.

Retailers are naturally looking to the wholesalers to attend to the marking of supplies that are sold to the public in the original cans, packages and other containers. As to supplies sold by the retailers from bulk, they evidently must themselves see to the labels or tags.

The subject will receive much attention at early meetings of the retailers' associations.

\*\*\*

The Government has taken a lesson from the newspapers as to its publicity work in announcing judgments in food cases brought against manufacturers for violations of the food law. Up to this time the heading and introduction of the notices of judgments, as issued by the Department of Agriculture, have not indicated whether the manufacturer or the Government had won the case. It has often been necessary to read through the entire notice to find just what was the outcome of the case. Many people are careless readers and look only at the headings or first few lines of a notice of that kind. They are likely to draw the inference from such notices that the manufacturer had been breaking the law, even though a careful reading of the notice would show that he had won the case and was entirely free from blame.

To many people these notices all looked alike, whether the manufacturer won or lost. They saw the names at the top of the notices and concluded that all the notices were alike and that all of the manufacturers' names in such notices had been selling adulterated food or that there was something wrong with the food. Naturally this has been unjust to many manufactur-

ers who have been falsely accused and without doubt much harm has been done.

It has even been found that salesmen have taken advantage of such notices to take trade away from a competing house. The salesman could show the notice of a judgment in an action against a competitor. A mere glance at the clipping was sometimes enough to persuade a retailer or distributor to beware of the product and to place an order with the salesman for his line.

So after this the Government will follow the practice of the newspapers in presenting news and will give the real nature of the judgment in the heading and introduction, so that even the casual reader may easily see whether it is a judgment for or against the manufacturers.

\*\*\*

Officers and committees have been talking over plans for adding attractive features of various kinds to the convention which the New York State Retail Grocers' Association will hold in Rochester, N. Y., August 4th to 7th. This will be the 12th annual convention of the association.

The problem of getting as many members as possible to participate in the discussions so as to get a general exchange of ideas has been considered with special care. In the past the usual plan has been to have papers read by a number of the members. This is the usual plan with all kinds of associations. It has brought out many fine papers and led to many useful discussions at prior conventions of the grocers.

The drawback is, however, that sometimes such papers are of a routine character and at the best many members who are able to advance good ideas for the benefit of the trade are not heard at all. It has accordingly seemed desirable to get as many members as possible to take an active part in the coming programme instead of confining it practically to a few who would read papers.

One idea suggested in order to bring out the backward members who do not like to get upon their feet at meetings was to have a question box in which such members may place any propositions that they desire to have discussed. The trouble found with this idea was that when such boxes are used the very members who propose the questions do not get up to explain

them, to tell why they are interested in the subject, to give their experience or incidents that seem to make the proposition important. So many questions that deserve careful attention are likely to be slighted with some hurried answer by members who do not know exactly what the proposer of the question had in mind in writing it for the question box.

The plan has been adopted, therefore, of calling on the members, one after another, so that each and every man who attends the convention will have an opportunity to be heard on any subject that he wishes to bring up and the backward ones will be induced to say something in this way. After all any man who knows enough to run a grocery store, it is suggested, should have no trouble in getting up among his brothers in the business and telling anything that he thinks should prove of benefit.

The local associations are also being urged to suggest subjects to their delegates so that the deliberations may be truly representative of the sentiments of all in the trade.

\*\*\*

The Board of Health of this city has formulated rules governing all establishments in which eggs are broken out for food purposes in this city.

It is provided that the floors of the rooms in which the eggs are broken shall be constructed of asphalt, concrete or some other non-absorbent material and shall be properly graded to a drain connected with a sewer.

There are other requirements of a sanitary kind. The employees must look to their personal cleanliness. They must wear wash clothes and their suits must be clean each morning.

Doors and windows must be screened to keep out flies and other insects. Everything in the room must be washed up daily.

There must be a cooling apparatus to keep the eggs to a temperature of 45 degrees or less; and if the eggs get above that temperature they must be destroyed.

In breaking the eggs, any "spots" that are found or any other eggs unfit for food must at once be denatured and thrown into a separate receptacle properly labeled.

These are in brief the regulations and now the question is as to how well the board will succeed in enforcing them.



A newspaper man has been going around ice cream stores and bake shops in nearby towns with the local health officers. The party find that "cuts and spots" are in common in place of good eggs, and that cheap and harmful glue is used in place of vegetable gums in the ice cream places. They are finding a lot of preservatives and coloring material in these places and even flavoring extracts containing wood alcohol.

\*\*\*

A packing firm in Brooklyn was accused this week in the Court of Special Sessions of using fluorine in their asparagus. The company pleaded not guilty.

This company has been advertising an analysis of its products by one of the local laboratories. According to this analysis the company's preserves, jellies, jams and tomatoes were found free from benzoic acid, salicylic acid, sulphites and other preservatives; the laboratory also certified that there were no fluorides in the asparagus.

It was stated in the advertising that the specimens had been bought at random in various retail stores. The certificate of the laboratory setting forth the results of its analysis was printed and copies placed in a number of retail stores. It is now claimed that analyses by other chemists, including those in the city, showed different results and the prosecution of the company resulted from such analyses.

The newspaper which has been conducting a crusade here against adulterated foods now calls upon the chemists and chemical laboratories to reform their methods so that they may not get down to the level of medical experts who testify on the side on which they are employed.

#### SUMMARIZED MARKET CONDITIONS.

Movements in coffee options have not added any activity to the trade in spot coffee. The country has not abandoned its waiting attitude. Here and there a little more business is reported by a broker, but these instances are exceptional and the trade as a whole is of a routine character. Prices are steady both as to Brazils and mild grades. Teas are quiet and firm in sympathy with advices from the primary markets. It is said that the new Japans are being readily absorbed without any local ac-

(Continued on page 25.)



## Bouillon "Herringlets"—Eaten in Many Ways

BOUILLON "HERRINGLETS" are eaten as Salad, Sandwiches, with Cheese, Fried in Butter, and in so many other ways that once you start your customers buying them you are sure of steady sales. They are selected little NORWEGIAN HERRING packed in delicious BOUILLON, and guaranteed, the same as our famous "SKIPPER SARDINES," to please your customers or we'll return their money. Push their sale—they pay you a good profit.

**Angus Watson & Company, Sole Proprietors**

Also Proprietors of "Skipper" Sardines  
1011 Chestnut Street, Philadelphia, Pa.



#### WHAT TO TELL CUSTOMERS

"Let me introduce you to a new luncheon delight—BOUILLON 'HERRINGLETS,' the dainty little NORWEGIAN HERRING in bouillon, only 15 cents a can."

**This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants**



## Experts Agree on Sauer's Flavoring Extracts

and that's why they SELL best, because they ARE best. We've built up the biggest flavoring business in the United States on PURITY and QUALITY. You are not only sure to have plenty of sales at good profits if you PUSH SAUER'S FLAVORING EXTRACTS, but your customers will be pleased, and pleased customers are the ones who come back to buy again and again.

Let us tell you about our Special Five-Gross Deal

**THE C. F. SAUER COMPANY**

Richmond, Va.



#### WHAT TO TELL CUSTOMERS

"Here's the finest flavoring extract made—SAUER'S. The flavor, strength and absolute PURITY is guaranteed to the last drop."

**This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants**



## Goods That Are Being Advertised to Your Customers

**"Grocery World and General Merchant" Makes Compilation of Products for Which Demand Is Being Created Through Leading Periodicals. Papers and Magazines Used as Basis Cover Entire Country.**

[The compilation which appears below is the result of more thinking along a line which was given some discussion several months ago, viz., the advantage to the retailer of keeping posted as to what products are being advertised to his customers, so that he may get the benefit of such advertising, if the product is for other reasons a desirable one to sell. The list here presented includes practically every leading magazine and periodical, and products that are not advertised in at least some of them are hardly advertised in this way at all, although they may be in newspapers or in direct ways, such as sampling, demonstrating, etc.]

### July.

#### Collier's.

Welch's Grape Juice, half page.  
Liquid Veneer, four inches.  
Sunshine Specialties, quarter page.  
Mapleline, four inches.  
Old Dutch Cleanser, one page.  
Campbell's Soups, half page.  
Eagle Condensed Milk, eighth page.  
Nabisco, quarter page.  
Shredded Wheat, one page.  
Whittemore's Shoe Polishes, four inches.  
Crisco, one page.  
Van Camp's Pork and Beans, quarter page.  
Puffed Wheat and Rice, half page.  
Karo Syrup, quarter page.  
Kingsford's Cornstarch, quarter page.  
Hawaiian Pineapple, quarter page.  
Three-in-One Oil, two inches.  
Stag Tobacco, one page.

#### Everybody's Magazine.

Cream of Wheat, one page.  
Three-in-One Oil, one page.  
Post Toasties, one page.  
Campbell's Soups, one page.  
Kellogg's Toasted Corn Flakes, one page.  
Welch's Grape Juice, one page.  
Jap-a-Lac, four inches.  
Fairy Soap, one page.  
Reprus, for tanned shoes, quarter page.  
Ivory Soap one page.  
Old Dutch Cleanser, one page.

#### Pictorial Review.

Campbell's Soups, half page.  
Cream of Wheat, one page.  
Instant Postum, quarter page.  
Red Wing Grape Juice, quarter page.  
Post Toasties, quarter page.  
Kellogg's Toasted Corn Flakes, quarter page.  
Yacht Club Salad Dressing, four inches.  
National Biscuit Co., half page.  
Coca Cola, one page.  
Whittemore's Shoe Polishes, four inches.  
Tanglefoot Fly Paper, quarter page.  
Atlas E-Z Seal Jar, quarter page.  
Karo Syrup, quarter page.  
Kingsford's Cornstarch, quarter page.  
Puffed Wheat and Rice, half page.  
Crisco, quarter page.  
Armour's Products, half page.  
Van Camp's Pork and Beans, half page.  
Jell-O, quarter page.

#### Ladies' Home Journal.

Tanglefoot Fly Paper, quarter page.  
Snider's Pork and Beans, eight inches.  
Atlas E-Z Seal Jars, quarter page.

Hormel's Hams and Bacon, four inches.  
Puffed Wheat and Rice, one page.  
Kellogg's Toasted Corn Flakes, one page.  
Welch's Grape Juice, one page.  
Ivory Soap, one page.  
Campbell's Soups, quarter page.  
Meadow Gold Butter, quarter page.  
Post Toasties, quarter page.  
Procter & Gamble's White Naphtha Soap, quarter page.  
Red Wing Grape Juice, quarter page.  
Crisco, one page.  
Eagle Condensed Milk, quarter page.  
Sapolio, quarter page.  
Beech-Nut Peanut Butter, half page.  
Old Dutch Cleanser, quarter page.  
Burnett's Vanilla, eighth page.  
Instant Postum, quarter page.  
Armour's Products, half page.  
Hawaiian Pineapple, quarter page.  
National Biscuit Co.'s Products, half page.  
Lea & Perrin's Sauce, four inches.  
Whittemore's Shoe Polishes, four inches.  
Van Camp's Pork and Beans, half page.  
Jell-O, quarter page.  
Underwood Deviled Ham, quarter page.

#### The American Magazine.

Fairy Soap, one page.  
Shredded Wheat, two-thirds page.  
Peter's Milk Chocolate, two-thirds page.  
Welch's Grape Juice, third page.  
Ivory Soap, one page.  
Grape Nuts, one page.

#### Smart Set

Post Toasties, one page.  
Nabisco, one page.  
Maillard's Chocolate, quarter page.  
Grape Nuts, one page.

#### St. Nicholas.

Sapolio, one page.  
Campbell's Soups, one page.  
Jell-O, one page.  
Three-in-One Oil, quarter page.  
Fairy Soap, one page.  
Maillard's Chocolates, quarter page.

Eagle Brand Condensed Milk, half page.  
Ivory Soap, one page.  
Peter's Milk Chocolate, one page.  
Grape Nuts, one page.

#### McClure's.

Ivory Soap, one page.  
Bon Ami, one page.  
Post Toasties, one page.  
Grape Nuts, one page.  
Nabisco, one page.  
Fairy Soap, one page.  
Jap-a-Lac, four inches.

Cream of Wheat, one page.  
Shredded Wheat, one page.

#### Dellmeator.

Coca Cola, one page.  
Ivory Soap, one page.  
Procter & Gamble's White Naphtha Soap, quarter page.  
Crisco, quarter page.  
Kingsford's Cornstarch and Karo, half page.  
Van Camp's Pork and Beans, half page.  
Eagle Brand Condensed Milk, quarter page.  
Post Toasties, quarter page.  
Instant Postum, quarter page.  
Puffed Wheat and Rice, half page.  
National Biscuit Co.'s Products, half page.  
Snider's Pork and Beans, eight inches.  
Yacht Club Salad Dressing, two inches.  
Sapolio, quarter page.  
Tanglefoot Fly Paper, quarter page.  
Mapleline, four inches.  
Jell-O, quarter page.  
Kellogg's Toasted Corn Flakes, one page.  
Grape Nuts, one page.

#### The Woman's Magazine.

Coca Cola, one page.  
Ivory Soap, one page.  
Procter & Gamble's White Naphtha Soap, quarter page.  
Crisco, quarter page.  
Instant Postum, quarter page.  
Eagle Brand Condensed Milk, quarter page.  
Post Toasties, quarter page.  
National Biscuit Co.'s Products, quarter page.  
Karo and Kingsford's Cornstarch, half page.  
Van Camp's Pork and Beans, half page.  
Puffed Wheat and Rice, half page.  
Mapleline, four inches.  
Tanglefoot Fly Paper, quarter page.  
Snider's Pork and Beans, eight inches.  
Sapolio, quarter page.  
Jell-O, quarter page.  
Kellogg's Toasted Corn Flakes, one page.  
Grape Nuts.

#### Designer.

Coca Cola, one page.  
Ivory Soap, one page.  
Eagle Brand Condensed Milk, quarter page.  
Crisco, quarter page.  
Procter & Gamble's White Naphtha Soap, quarter page.  
Instant Postum, quarter page.  
Post Toasties, one page.  
National Biscuit Co.'s Products, half page.  
Puffed Wheat and Rice, half page.  
Van Camp's Pork and Beans, half page.  
Karo and Kingsford's Cornstarch, half page.  
Snider's Pork and Beans, eight inches.  
Sapolio, quarter page.  
Tanglefoot Fly Paper, quarter page.  
Jell-O, quarter page.  
Mapleline, four inches.  
Kellogg's Toasted Corn Flakes, one page.  
Grape Nuts, one page.

#### Ladies' World.

Bon Ami, quarter page.  
Welch's Grape Juice, quarter page.  
Ivory Soap, one page.  
Campbell's Soups, quarter page.  
Post Toasties, quarter page.  
Jell-O, quarter page.  
Mapleline, four inches.  
Snider's Catsup, eight inches.  
Coca Cola, one page.  
Atlas E-Z Seal Jars, eighth page.  
National Biscuit Co.'s Products, half page.  
Instant Postum, quarter page.

Armour & Co.'s Products, half page.  
Eagle Brand Condensed Milk, quarter page.  
Burnett's Vanilla, eighth page.  
Lea & Perrin's Sauce, four inches.  
Sapolio, quarter page.  
Gold Dust Washing Powder, eighth page.  
Tanglefoot Fly Paper, quarter page.  
Puffed Wheat and Rice, half page.  
Fairy Soap, quarter page.  
Kellogg's Toasted Corn Flakes, one page.

#### McCall's Magazine.

Puffed Wheat and Rice, two-thirds page.  
Van Camp's Pork and Beans, two-thirds page.  
Ivory Soap, one page.  
Campbell's Tomato Soup, third page.  
Instant Postum, third page.  
Jell-O, half page.  
Crisco, half page.  
Sapolio, third page.  
Atlas E-Z Seal Jars, third page.  
Towle's Log Cabin Syrup, sixth page.  
Lea & Perrin's Sauce, four inches.  
Mapleline, four inches.  
Yacht Club Salad Dressing, three inches.  
Three-in-One Oil, one inch.  
Coca Cola, one page.  
Grape Nuts, one page.

#### The Outlook.

Coca Cola, one page.  
Bon Ami, one page.  
Valspar Varnish, one page.  
Van Camp's Pork and Beans, one page.  
Crystal Domino Sugar, quarter page.  
Wheatena, one page.  
Maillard's Cocoa, quarter page.

#### Leslie's Weekly.

Puffed Wheat and Rice, one page.  
Crystal Domino Sugar, four inches.  
Gold Medal Flour, one page.  
Nabisco, quarter page.  
Karo Syrup, quarter page.  
Kingsford's Cornstarch, quarter page.  
Eagle Brand Condensed Milk, eighth page.  
Instant Postum, quarter page.  
Post Toasties, quarter page.  
Swift's Hams and Bacon, quarter page.

#### The Century Magazine.

Shredded Wheat, one page.  
Kellogg's Toasted Corn Flakes, one page.  
Murphy Varnish, two inches.  
White House Coffee, half page.  
Nabisco, one page.  
Swift's Premium Ham and Bacon, one page.  
Ivory Soap, one page.  
Libby's Products, one page.  
Grape Nuts, one page.

#### Harper's Magazine.

Post Toasties, one page.  
Kellogg's Toasted Corn Flakes, one page.  
White House Coffee, half page.  
Ivory Soap, one page.  
Baker's Cocoa, quarter page.  
Instant Postum, quarter page.

#### Scribner's Magazine.

Swift's Premium Hams and Bacon, one page.  
Kellogg's Toasted Corn Flakes, one page.  
Nabisco, one page.  
Jell-O, one page.  
Ivory Soap, one page.  
Instant Postum, quarter page.  
Baker's Cocoa, quarter page.  
Royal Baking Powder, quarter page.

#### Saturday Evening Post.

Stag Tobacco, half page.  
Fairy Soap, one page.  
Ivory Soap, one page.



Beech-Nut Peanut Butter, half page.  
 Welch's Grape Juice, half page.  
 Puffed Wheat and Rice, half page.  
 Whittemore's Shoe Polishes, four inches.  
 Van Camp's Pork and Beans, half page.  
 Underwood Deviled Ham, quarter page.  
 Campbell's Soups, half page.  
 Armour's Products, one page.  
 Lea & Perrin's Sauce, four inches.  
 Valspar Varnish, quarter page.  
 Vitralite, quarter page.  
 Le Page's Glue, Oil, Ink, etc., one page.  
 Grape Nuts, one page.  
 Sherwin-Williams Paints and Varnishes, quarter page.  
 Hawaiian Pineapple, quarter page.  
 Armour's Grape Juice, one page.  
 Two-in-One White Cake Dressing, quarter page.  
 Sunshine Specialties, quarter page.  
 Jap-a-Lac, four inches.  
 Old Dutch Cleanser, one page.  
 Hires' Root Beer, half page.  
 Meadow Gold Butter, quarter page.  
 Instant Postum, quarter page.  
 Barrington Hall Coffee, quarter page.  
 Knox Gelatine, quarter page.  
 Cream of Wheat, one page.  
 Cresco, one page.  
 Post Toasties, quarter page.  
 Bull Durham, one page.  
 Kellogg's Toasted Corn Flakes, one page.

#### Will Investigate What Happens to Farm Produce After it Leaves the Producer.

It is announced that the Department of Agriculture, through its Office of Markets, will shortly begin a thorough study of what happens to produce from the time it leaves the producer until it reaches the consumer. A specialist on marketing perishable produce will investigate prices received by producers, cost of transportation and storage, change of ownership, accumulated charges, profits and other elements. This specialist will then study conditions in various sections to determine the feasibility of a market news service dealing with perishable products, and also the best method of making statistics of supply and demand useful to the farmer or truck gardener. Other specialists will give attention to studying co-operative organizations of producers and consumers, including co-operative marketing associations of farmers and buyers, co-operative stores, etc. They will make intensive studies of typical communities dealing with special products, and will assist in the formation of new co-operative enterprises. An expert in co-operative accounting will assist such organizations to keep their books and records effectively, establish cost systems, and follow up methods of handling goods en route and on sale.



## Tell Your Clerks to Tell Your Customers That READYMAID SOUPS

(Concentrated)

Have a fresh, natural taste, no "extract" flavor,  
 Are made of absolutely clean, pure ingredients,  
 Contain no artificial color or preservative,  
 Are made in the "Visitors Always Welcome" Factory,  
 Are put up in sanitary cans, no solder, no acid,  
 Are guaranteed by the Franco-American Food Co.

## Do This Because READYMAID SOUPS

(Concentrated)

will please your customers more, and pay you better profit, than any other concentrated soups. By pushing their sale you will increase your soup trade and *make more money*; you can buy Readymaid Soups at less per dozen. We are giving you an extra profit to secure your co-operation instead of spending thousands of dollars in magazine and street car advertising and making you pay a high price. We believe a good word from you is the best advertisement we could get. Are we right? Will you recommend Readymaid Soups and get that extra profit?

**The Franco-American Food Company**  
 JERSEY CITY, N. J.



#### WHAT TO TELL CUSTOMERS

"We'd like you to try this new concentrated soup, made and guaranteed by the Franco-American Food Co. You'll find it the finest you ever tasted."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



# THE GROCERY MARKETS

## Tea.

The tea market shows no change for the week. The demand for new Japans still continues, and the market is steady to firm. Old teas are weak and listless. The unsold surplus is not inordinately large, but it is still large enough to make the market heavy, now that new teas are available. Old teas are being pressed for sale at material declines from former prices.

## Coffee.

The coffee market shows no material change from a week ago. Perhaps the feeling is slightly harder, but there is no very material hardening. The markets in this country are now about the lowest of the world. Brazil, the primary source of supply, is about  $\frac{5}{8}$  cent higher than this country. All grades of Rio and Santos, excepting a few of the higher grades which are relatively scarcer and firmer than the general assortment, are weak and depressed. The consumptive demand is fair. Milds are also soft and in buyers' favors, barring a few grades, like Mexicans, which are scarce and firm. Java and Mocha are steady and firm but quiet.

## Sugar.

Raw sugar has advanced a trifle during the week, but not enough to justify the advance of 10 points in refined which all refiners joined in making. Arbuckle Bros. are now quoting 4.30 cents and all other refiners 4.40 cents for granulated. Practically the only reason for the advance is the fact, previously stated, that the refiners were making no money at the old price. The consumptive demand for sugar is fair.

## Syrup and Molasses.

Glucose shows no change for the week. Compound syrup and sugar syrup are unchanged and dull. Molasses is also unchanged and in light demand.

## Fish.

Mackerel shows some slight improvement, and an advance in Norway 2s is predicted. The market for most grades is still inclined to be dull, but there is undoubtedly some improvement in the demand.

Cod, hake and haddock are unchanged and in light request. Sardines, both domestic and imported, are unchanged and in fair demand. Salmon is wanted to some extent, and a considerable movement in spot goods is reported, but at low prices.

## Canned Goods.

There is a slight hardening in the tomato market, and some packers are asking  $2\frac{1}{2}$  cents more for futures. Others will still sell at the old price, however, for there have been rains in the growing sections, and the crop looks better. Spot tomatoes are practically unchanged from a week ago. Corn is unchanged and quiet, but for very cheap grades there is a fair demand at firmer prices. Future corn is unchanged. Spot and future peas are unchanged and quiet. Apples are active at steady to firm prices. California canned goods on spot show no change and quiet demand. Practically all packers have now named prices on the new pack, all quoting higher than last year for peaches and apricots and lower than last year for cherries. Small Eastern staple canned goods are unchanged and dull.

## Dried Fruits.

Prunes are unchanged and in fair request, especially the large sizes, which are still relatively high and firm. Peaches and apricots are in fair demand at steady prices. Raisins unchanged and dull. Currants in seasonable light demand at unchanged prices.

## Beans and Peas.

Pea beans to come forward can be bought at \$2.35 in a large way, but on spot the market is \$2.50 in a large way, owing to local scarcity. Marrows are active at the unchanged high prices. California limas are quiet at ruling figures. Green and Scotch peas are unchanged and dull.

## Butter.

The receipts of butter are liberal, and their quality is about the best of the year. Considerable butter is being put into storage and the market is steady at an advance of 1 cent from a week ago. The market still rules about 5 per cent.

above a year ago, but stocks in storage are still larger than last year and the future of the market depends on the demand for speculation.

## Eggs.

The receipts of eggs are falling off to some extent, and the quality is poor owing to the warm weather. Some lots of eggs are still going into cold storage, and the market is steady and unchanged.

## Cheese.

The cheese market is firm and unchanged, with increased consumptive and speculative demand. The quality of the present receipts is very fancy, and everything meets with ready sale on the present basis.

## Provisions.

Everything in the smoked meat line is firm and unchanged. Compound lard is scarce and  $\frac{1}{2}$  cent higher. The demand is active, and if there is any change it will probably be an advance. The same applies to pure lard, which is firm and unchanged. Dried beef is scarce and firm at 1 cent advance. Barrel pork scarce, firm and unchanged. Canned meats in better demand at unchanged prices.

## INDIVIDUAL MARKET REPORTS.

### Standard Canned Goods.

#### No. 1

Unfavorable weather conditions prevailed again last week throughout this section, and the tomato growers are becoming uneasy over the poor prospects for the coming crop. Two weeks ago we had frost and ice and last week the temperature was as high as 98 degrees. The young tomato plants set out recently are receiving a baptism of fire from Old Sol, and the ground is so dry that it is next to useless to set out more plants until there is some rain, the lack of which is badly felt. Because of these disappointing conditions the buying movement in "futures," which began two or three weeks ago, continued last week and increased in volume, with strong indications of an active, if not a higher, market ahead.

Spot tomatoes were active and stronger and at the close the market showed signs of stiffening up in prices in all sections. When the official statistics of the pack of 1912

were published last fall, showing an output of over 14,000,000 cases against an average annual output in the three preceding years of, say, 10,500,000 cases, nearly everyone anticipated a big break in the prices of spot tomatoes, in the belief that the annual consumption was between 10,000,000 and 11,000,000 cases, but the maximum decline during the following six months was only .07½ dozen, nearly all of which has been recovered during the last four weeks, with a stronger feeling in the market at this writing. Does the advance in the prices mean that the consumption is really closer to the output of 1912 and that a minimum annual output of 14,000,000 cases will be required hereafter to meet the increasing demand? Everyone knows that there has been no speculative buying of spot tomatoes; the character of the buying since last fall proves it. The month of June is always considered to be the time for the canners to unload spot tomatoes at some concessions, rather than carry them into the next season, but this June appears to be the exception. There is food for thought.

This week will end the pea canning season here with the lightest output in many years, and the highest cost to pack them. Some of the largest packers of peas did not pack a can of them. The new crops of string beans and wax beans are now due, and they are reported to be short also. Spinach is quite strong. Sweet potatoes have nearly recovered their loss during the winter and are very strong now. Low priced corn is finding more friends. Kraut has advanced in the last two weeks. Lima beans are awakening and baked beans are a little bit more active.

Strawberries are over and the output is the lightest in years. The crops of white and red cherries were very small. Gooseberries are now arriving and the crop is excellent. Raspberries, blackberries, blueberries, are all due, but none packed yet. Pineapples are over, with a small pack. No canner will make fair prices on future peaches, afraid of a short crop. Spot peaches fairly active at higher prices. Canners feel discouraged because of small crops of fruits. Pears and apples are reported to be short crop, but they are not due for some months yet. Meantime cheap pears are being picked up. It is estimated that the pack of all fruits and vegetables up to this date does not exceed 40 per cent. of the output of the same articles up to the same date in 1912.



Cove oysters are strong, though less active. Herring roe will be a scarce article this summer and next winter.

THOS. J. MEEHAN & Co.  
Baltimore, Md.

No. 2

The spot tomato market is daily gaining in strength. For desirable goods, 80 cents is "past history"; 82½ cents is now the order of the day, and for buyer's label, 85 cents generally asked; in fact, it is difficult to locate any unlabeled goods of desirable quality. Merchants are beginning to realize that goods that will meet the requirements of careful buyers are difficult to obtain and with this realization has come the advance in the market, and as first impressions are strengthened by experience, the market has advanced and is advancing.

In future tomatoes packers are much alarmed over the situation—some have withdrawn from the market altogether, awaiting further developments. Practically all the 80-cent business of desirable character has been booked and now most reliable packers are unwilling to accept business under 82½ cents and are not anxious for it at that. No matter what may be conditions from this time on, the season will evidently be late and plants set out at such a late season seldom, if ever, produce a normal yield. Should the present dry weather continue for another two weeks the acreage will be very materially curtailed. Some have not as yet set any plants and many have not set more than from one-fourth to one-third.

Old reliable tomato growers say they never count on a full crop if the plants are not set and all re-planting over by the 10th of June. We do not believe that 10 per cent. of the crop was planted on June 10, 1913, and we do not think over 50 per cent. of the plants are set to-day. If refreshing showers and seasonable weather should immediately return and be followed by normal crop conditions the balance of the season a shortage may be averted.

The situation bears careful watching. If conditions change, everything may be all right and we may have a normal pack; if present conditions continue, you will be very sorry that you have not supplied your needs at present prices. It's a gamble.

There is little new to report in either spot or future corn. The market remains unchanged except that there is a continued stronger tone to the spot market and it is more difficult to locate desirable lots except at advanced prices. The 50-cent delivered article is now much more difficult to locate and few are willing to accept less than 55 cents f. o. b. factory for standard grades, with extra and fancy grades still continuing scarce and



## THE RECIPE FOR COOKING Freihofers's Egg Elbow Macaroni

is on the side of the carton. Show it to your customers. It is a good recipe, so good that anyone that follows it will be pleased with the delicious flavor and delicate tenderness of FREIHOFFER'S EGG ELBOW MACARONI and become a steady customer. This is the right way to get customers interested and start the sales, and you want the sales because they pay you good profits.

*Freihofers* Baking Company, Philadelphia.



### WHAT TO TELL CUSTOMERS

"Try FREIHOFFER'S EGG ELBOW MACARONI, cooking it according to the recipe on the carton and I know you'll want more of it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## WATCH THE SHOES THIS SEASON THEY'RE ALL WHITE AND TAN

This is a big year for white and tan shoes and a big year, too, for the dealer who is pushing Mason's Shoe Dressings. Mason's White Dressing makes white shoes real white; Mason's Tan Combination keeps tan shoes looking like new. Both these dressings sell rapidly and pay you 75% profit. Keep them well displayed on your counter. Everybody who comes into your store needs them.

**NOTICE:** Look out for shoe dressings said to be "as good as Mason's;" they'll stick on your shelf. MASON'S are the busy sellers that give you steady sales at good profits.

**JAS. S. MASON COMPANY**

138-140 North Front Street

PHILADELPHIA



### WHAT TO TELL CUSTOMERS

"MASON'S WHITE DRESSING is the only dressing that will make white shoes REAL WHITE. Try it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants





## ADVERTISED

The reputation of **Borden's Milks**, and the word of mouth recommendation from housewife to housewife, is backed up by our advertising in newspapers, magazines, billboards and street cars. **Borden's Eagle Brand Condensed Milk** is the *safest and best food for infants*. We keep advertising this fact so that every baby born that is compelled for any reason to be fed artificially, the mother will find in **Eagle Brand Condensed Milk** an ideal and satisfying substitute for her breast milk. **Borden's Peerless Brand Evaporated Milk** is the leading brand for cooking purposes, and its quality and purity, together with our advertising, is steadily winning for it more and more satisfied customers.

### It Will Pay You to Keep Borden's Brands Prominently Displayed

The sale of **Borden's Brands** is lively at all times, making a steady stream of profit flowing into your cash register. You should take advantage of their prestige and established popularity to secure all the sales you can. Remember also that every can is guaranteed to your customer, and all **Borden's Brands**, whether sweetened or unsweetened, are made from the highest grade raw material, by the most modern method of manufacture, and guaranteed **absolutely pure**.

## Borden's Condensed Milk Company

Established 1857

"LEADERS OF QUALITY"

NEW YORK



### WHAT TO TELL CUSTOMERS

"When you buy **Borden's Brands** you get a finished product that is safe and uniform, which has been made in surroundings and by methods that are the most perfect types of cleanliness and sanitary handling."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

commanding good prices when demanded.

The cold weather has greatly retarded the growth of the early corn and the natural result will be bringing the different plantings together, which will make the better grades more difficult to obtain.

The future of the corn situation lies before us and depends almost entirely on crop conditions and the amount of curtailment resorted to by packers. If all will pull together and none try to break trace, the corn situation and the market may round to. If not, the grunts will continue.

WILLIAM SILVER & Co., Inc.  
Aberdeen, Md.

### Rice.

Demand for the week has been far in excess of expectations, based on the past few weeks, as the trade have suddenly awakened to the realization that the supply of Honduras, both medium and fancies, practically exhausted in the South with local stocks very low, and present prices show sharp advance over preceding asking price. Some mills absolutely refuse to ship Honduras at any price, except in conjunction with screenings of Japans. This condition is developing a tendency towards Japans, and they are without question the best value to-day, and while they are in fairly plentiful supply, the scarcity of Honduras keeps prices firm with a decidedly upward outlook.

Advices from the South, along the Atlantic Coast, note slightly increased demand, especially for screenings and lower grades of Honduras, with the general market dull. At New Orleans more attention is given Honduras on account of exhaustion of that grade, and prices show marked advance, with Japans firm.

In the interior—Southwest Louisiana, Texas and Arkansas—reports show very few offerings on hand, with mills absolutely independent. The reports from the growing crop continue of a most encouraging character, the weather conditions having been extremely good, and the indications point toward a large yield.

Cables and correspondence from abroad note rough rice market continues dull with lower prices spot cleaned inactive; "forward Burma" dull.

DAN TALMAGE'S SONS Co.  
New York and New Orleans.

### Evaporated Apples, Etc.

Prices rule firm locally on both spot and future evaporated apples. Local traders have a great deal of faith in the future of the market and on this account are more inclined to raise their asking price than they are to shade them.

Spot prime is quotable at 5 3/4 to 6 cents. Choice 6 1/2 to 6 3/4, and fancy up to 8 cents, all f. o. b. in 50-pound boxes. New crop prime



fall shipment is quotable at 6 1/8  
5 1/4, choice 6 3/4 and fancy 8 to  
all f. o. b. in 50-pound boxes.  
spot raspberries are meeting  
a very good demand at 17  
17 1/2 f. o. b. in barrels, with new  
p goods for August-September  
shipment quotable at 18 cents same  
ns.

C. C. HALL.

Rochester, N. Y.

#### Imported Fish Specialties.

Imported Sardines.—The fishing  
failure in Norway. We have  
h letters and cables from our  
ends in Norway stating that  
ere is no fishing and they can-  
t fill their contracts. We cer-  
nly hope that conditions will im-  
ove, as there is quite a scarcity  
Norwegian smoked sardines.  
d this scarcity will soon be felt  
the trade in general.

Portuguese Sardines.—Some are  
ing packed now, but mostly large  
h.

As to the French fishing, there  
absolutely no news.

Holland Herring.—There is  
actically no demand whatsoever.  
here have been some arrivals of  
latjes herring, but they have not  
imulated the market in any way.  
We expect within the next week  
r two some new large full Scotch  
erring.

Russian caviar is advancing very  
uch in price owing to the scarc-  
y abroad and further advances  
re looked for very shortly.

Tunno Fish.—Reports from Italy  
tate that fishing continues very  
oor; in fact, our people there write  
s that for the past several days  
hey have had no catch at all, but  
here seems to be a little improve-  
ment in the catch and they are  
getting some fish. In consequence  
he market remains very high.

STROHMEYER & ARPE Co.

New York.

#### Spices.

The market is very firm with up-  
ward tendency, especially so since  
the Senate Finance Committee has  
announced changes in the spice  
schedule of the Underwood Bill.  
Bombay mace is to be assessed a  
duty of 18 cents per pound and an  
additional duty is placed on ground  
spices above the duty on whole  
spices. Consequently the market is  
irregular and prices more or less  
uncertain.

Black Pepper. There is little  
pepper here and little to arrive.  
Holland is higher than our market.  
Predictions are for higher prices  
for spot goods.

Red peppers very much firmer  
for spot goods. Mombassas re-  
ported exceedingly scarce. Cloves  
declined during the latter part of  
last week, but have reacted and are  
firmer again to-day, partly due to  
prospective duty.

Pimento is reported very firm  
and has advanced, due somewhat to  
reports of poor crop.



## ICED WILBUR'S COCOA IS THE MOST DELICIOUS SUMMER DRINK

Your customers will welcome ICED WILBUR'S COCOA as a delicious addition to their list of hot weather beverages. It is not only smooth and creamy, and full of flavor, but it is more refreshing than other iced drinks. Our recipe book, "COOK'S TOURS THROUGH WILBUR-LAND" shows how to make it. Advise your customers to write to us for the booklet and try ICED WILBUR'S COCOA, not only because that recipe will please them, but also because the booklet contains 58 other recipes for WILBUR'S COCOA. "COOK'S TOURS THROUGH WILBUR-LAND" tells how to make delicious cakes, candies and deserts with WILBUR'S COCOA, thus increasing its use and sending additional sales and profits to you.

**H. O. WILBUR & SONS, Inc.**  
PHILADELPHIA



#### WHAT TO TELL CUSTOMERS

"If you'll try ICED WILBUR'S COCOA according to directions in Wilbur's Recipe Booklet, you'll find it the most delicious summer drink you ever tasted."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



## The Mails Are Good Enough for Us

¶ We have found that in selling **TEAS** and **COFFEES** we don't need any better salesmen than the United States mails. We can fill mail orders quicker than we can fill them through salesmen, and our prices and values are so much better than any that can be offered with salesmen's salaries tacked on, that a sample sent by mail can get an order almost as readily as a good salesman.

¶ That in a nutshell is how we do a mail order business in **TEAS**. Will you try it out by sending us a sample to match and price?

**DURYEE & BARWISE** ROASTERS AND PACKERS TEAS AND COFFEES  
130 Front Street : New York  
ESTABLISHED 1897



## Business Promotion Through Trade Press Efficiency

is to be the keynote of the most notable gathering of technical, class and trade journal editors and publishers ever held in America. No live manufacturer, sales manager, advertising man, trade paper editor or publisher can afford to overlook the

### Eighth Annual Convention of the Federation of Trade Press Associations in the United States at the Hotel Astor, New York, Sept. 18, 19, 20, 1913

Two sessions will be held daily. There will be editorial, circulation, advertising and publishing symposiums under competent leaders. Many of the leading editors, business managers, buyers and sellers of advertising, and authorities on modern merchandising methods will take part. On Friday afternoon, September 19, there will be a mass meeting with addresses by representative business and professional men, on subjects of timely interest to editors, publishers and advertisers. Distinguished guests and worth-while speakers will be at the annual banquet, which will be made a memorable social occasion. No matter what may be your connection with the trade journal field, if you are interested in the idea of business promotion through trade press efficiency, if you believe in business papers for business men, you will be welcome at all sessions.

Full information may be obtained from

#### The Committee of Arrangements

WM. H. UKERS, Chairman, 79 Wall Street, New York

#### The Federation of Trade Press Associations in the United States

President  
H. M. SWETLAND  
New York

Secretary-Treasurer  
EDWIN C. JOHNSTON  
New York

Vice-President  
E. C. HOLE  
Chicago



## Here's One Thing, Anyway!

¶ You are striving to build up a stock of dependable merchandise that will sell again, again and again. Goods that will stand alone without boosting.

¶ **Wheatena** is the cereal you are looking for. How it repeats and repeats and repeats! Even unto the second generation, the daughter after the mother.

¶ The hearts of wheat, packed differently from other cereals and guaranteed to the limit.

**THE WHEATENA CO., Rahway, N. J.**

Member of the American Specialty Manufacturers' Association

Mace.—It is reported large stocks are in hand, therefore the advances, due to duty, will be gradual.

Nutmegs remain unreasonably low, but we look for this article to recover and prices are likely to advance sharply.

Cassias generally unchanged, though some little firmer. We look for higher prices during the next 60 days.

Gingers quiet at present, though there has been some large buying during the week. We look for higher prices to rule.

Green ginger root scarce—little to arrive this week.

Tapiocas steady and quite firm.

Paprikas.—Hungarian continues firm and scarce. Spanish unchanged.

Seeds, Herbs, Etc.—An advance is anticipated in canary, caraway and anise due to the possibility of a duty. Other spices are in seasonable demand at generally unchanged prices.

**McCORMICK & Co., Inc.**  
Baltimore, Md.

#### MARKET NOTES.

Peaches are beginning to show themselves more prominently. The

best Georgia peaches are worth \$3.25 per crate and are in fair demand. A few are coming from North Carolina, and the first from New Jersey also made their appearance during the week. They were very poor and were quoted at \$1.50 per basket, though really worth little or nothing.

California cantaloupes have declined to \$3.50; they were about \$4.50 at the last writing. The quality is good. A few cantaloupes are coming from North Carolina and command \$2.50. The poorest are from Georgia; they are worth \$1.25 to \$1.50.

New Jersey onions are coming forward at 50 cents per basket. Texas onions are also in market at 75 cents to \$1.20 per crate holding one bushel.

The first New York strawberries reached the markets during the week. They were very fine and the best brought a quarter. Raspberries are plenty and range from 4½ to 6 cents per pint. Huckleberries are scarce and high at 15 to 16 cents and blackberries from Jersey and Delaware bring 10 to 15 cents.

#### And Now a Flour Week.

In addition to "Canned Food Week" and "Raisin Week" the grocers are now likely to have "Flour Week." The National Federation of Millers are talking about having such a week.

**John R. McFetridge & Sons**

### Printers

**927 Arch Street**

**Philadelphia**

#### New Patents and Trade-marks in the Grocery Line.

**Messrs. Davis & Davis, Washington Patent Attorneys, report, this week, the grant of the following patents:—**

Washington, D. C., June 12, 1913.  
1,063,981. Apparatus for and method of making pastry shells. Edward H. Lanier, Cincinnati, Ohio.  
1,064,530. Percolator. John J. O'Mara, New York, N. Y.  
1,064,531. Pickle splitter. Ben Ott, Louisville, Ky.

#### TRADE-MARKS PUBLISHED FOR OPPOSITION.

Ser. No. 62,166. "Oreo" for biscuit. National Biscuit Co., Jersey City, N. J.  
Ser. No. 68,565. "Louise" for candies. Herman C. Michelson, Detroit, Mich.

Ser. No. 69,077. "Reindeer" for condensed milk. Borden Milk Co., Ltd., Montreal, Canada.

Ser. No. 69,113. "American" for pickle spice. Parrish Bros., Inc., Baltimore, Md.

Ser. No. 69,527. "Branola" for cereal breakfast food. The Colorado Sanitarium Food Co., Boulder, Col.

Ser. No. 69,991. "Cafast" for an ingredient for coffee. Adolph Kempler, Philadelphia, Pa.

### MANY GROCERS

Find it pays them to read the "good stuff" in

**The Advertising World**  
Columbus, Ohio

Sample free, or four months' trial for 10 cents



## THE NEW YORK LETTER

(Continued from page 17.)

lation. Brokers say that house stocks of all grades and are unusually small and they for a stronger market in the

ice is firm, especially in Hon- grades, which are scarce. ns are getting increased atten- The actual buying of South- rice is mostly confined to actual irements as the distributors are ned to wait for the new crop. he warm weather has added to the sugar market. Refiners nced their prices and all in- sts are now firm at 4.40 cents new contracts, except the Ar- kles, who are 10 points lower. s said that the distributors have ked for their requirements for onth or so at the 4.30 cents quon before the advance, and so y business is not likely to be vy for the next few weeks. thdrawals are getting brisk, ever, in response to the re- rements of the summer season preserving purposes and also the needs of the manufacturers ice cream and summer drinks.

n canned vegetables there is ecial interest at present in futureatoes. Packers are generally m in asking 82½ cents for No. and 62½ cents for No. 2s and .50 for No. 10s f. o. b. factory. rders for large lots, as much as ,000 cases or more, have been put o some of the packers at slight ncessions below these figures, at the packers are not inclined to ve the concessions. Spot toma- es are in fair supply and with a eady demand are held up to quon- tions. Spot corn of desirable uality is not so plentiful as it has een of late and prices are firm. here is little activity in peas. he packers are not trying to force usiness.

There has been quite a free or- ering of California canned fruits f the new pack at the opening quotations, orders being subject to approval of prices. Western and Southern canned fruits are fairly ctive in a jobbing way with small offerings.

Future California dried prunes are unsettled. Most of the packers are asking 4½ cents basis for 40s to 60s, but some of the packers seem willing to shade the prices a little. On the spot the prunes are firm with limited offerings and a larger demand than is usual at this

**TEA**  
FOR THE  
BEST TRADE

## Parke's Gold Camel Ceylon-India Tea and Parke's Gold Camel Mixed Tea

will please the most particular customers by their strength and fine flavor, and give you a reputation for selling good tea. Call your customers' attention to the cleanliness of these teas, tell them to notice it when opening a package. We clean all tea scientifically before packing it. Your customers get best value because they get fresh, clean tea which contains no dust or other foreign matter to impair its strength and flavor. They also get

### Parke's Stamps With Every Package

and that gives them a further inducement to keep on buying **Parke's Tea** from you. The stamps are exchangeable for thousands of beautiful premiums. Your customers will quickly get enough stamps for any desired premium if you suggest to them to buy

### Parke's Stamp Line Products

altogether. Park's Stamp Line includes Teas, Coffees, Spices, Baking Powder, Ammonia, Bluing, etc.—all articles which your customers buy and use constantly. If you will handle this line as a proposition it will positively bring you a steady increase of sales, and all are handy package products that you don't have to weigh or wrap.

## L. H. Parke Company

232-234 Market Street  
PHILADELPHIA, PA.

638-640 Grant Street  
PITTSBURG, PA.



### WHAT TO TELL CUSTOMERS

"Try **Parke's Gold Camel Tea**. It's clean, fresh tea, full of strength and delicious flavor. When you open the package notice how clean it is, no dust or dirt in it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



time of the year. The large sizes continue in the strongest demand and the lightest supply. Spot peaches are in limited supply at firm prices. Apricots are quiet and steady. The raisin market is awaiting negotiations at the coast. Currants quiet and the best grades are firm.

There is little business in flour. The buyers are not willing to pay the prices asked by the millers for old crop flour. Some of the buyers are looking for supplies at \$4.50 in jute or less, but the mills are 10 to 20 cents above that figure. The mills are not disposed to quote new flour on any basis that appeals to the buyers.

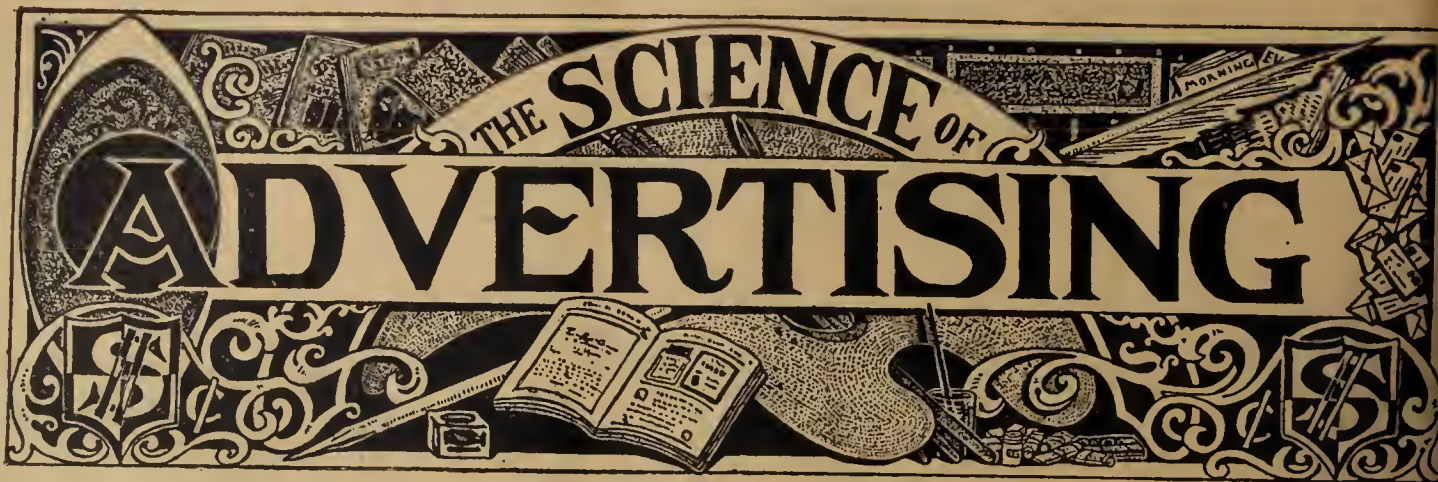
Butter is quiet. The consumptive demand is affected by the season and speculative activity is on a narrow scale. The creamery extras are selling at 27¼ to 27½ cents. The firsts range from 26½ to 27 cents and must grade high to command the outside figure. Seconds are dragging at 25½ to 26 cents. There is a limited demand for process butter at 24½ to 25 cents.

Eggs in the under grades are more than plentiful. The Western eggs show hot weather defects and there is much pressure to sell these lots. The bulk of the Western eggs sell at 17 to 19 cents, with a few of the better lots bringing up to 20 cents, and fancy grades, classed as fresh gathered extras, bringing as much as 22 to 24 cents. Nearby eggs of fancy grades, large and white, command as much as 25 to 27 cents for exclusive trade.

FRED. A. MCGILL.

### Pennsylvania News Items.

In a Pittsburgh court during the week an effort was made to show that the defendant is in contempt of court in disobeying a decree and injunction handed down about five years ago in the trading stamp case of the Sperry & Hutchison Co. against the McKelvey-Hughes Co., John Henry McKelvey and William L. Hughes. The plaintiff asks that the court hold the defendants in contempt, it being alleged that the defendant company has persuaded a number of customers of the plaintiff to cancel their contracts and handle the stamps of the defendant company, and that the defendant had succeeded in getting a number of former employees of the plaintiff company to quit their positions and enter the employ of the defendant.



I have a circular from W. H. Thomas, Portsmouth, Va. It measures 8½ x 12 inches and is printed in black on very poor green paper. Here is the reduced reproduction:

The balance of the type seems fairly new and fairly modern.

\*\*\*

I am going to say now a thing I have often said before, but a

cents" had been added. The same applies to everything quoted. great many merchants credit their customers with better memories than they have about these things. They believe that when a price is quoted customers will be able to compare it with the regular price or what they paid last, and so form an opinion as to whether it is a bargain or not. I have reason to believe this is a mistake, for in my own experience I have made various experiments and have found that the memory of consumers is very poor indeed about such matters. It is always a mistake to depend on them to have any recollection on the subject or any information. Give them the whole proposition as fully and clearly as you can.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

### Just Out of Stock.

The following is a verbatim copy of a letter received recently by an Eastern jobbing house:—

"dear Sirs

I got your letter asking for a list of my Assets and Liabilities now I tell you when I sent in that order that I was keeping a restaurant and not a General Store and I don't keep such things as Assets and Liabilities on hand and besides if I did it ain't none of you dam business how many have I got no how. They was a feller nosin around here yesterday wot said as how his name was R. G. Dun & Company and he asked me how much money I have and I kicked him clear into the middle of next Sunday. I tell you wot I won't have no meddlin in my business I am as good as any man and a dam site better than some if you don't want to sell me them goods we go to H—— please answer my next male.

Your friend  
PIERR COCO"

## SELLING OUT!

### At and Below Cost.

Dried Apples, per pound,	6 cents
Dried Peaches, per pound,	8 cents
Globe Matches, per package,	8 cents
Choice table peaches, 2 cases	25 cents
10c can tomatoes, per can	9 cents
10c can Corn, per can,	8 cents
10c can corn & tomatoes, per can	8c.
Star Naphtha Washing Powders, per package,	4 cents
Grandma's W. Powder, per "	4 cents
Octagon W. " " "	4 cents
Gold Dust W. " " "	4 cents
5c Ivory Soap, per cake,	4 cents
Octagon Soap, per cake,	4 cents
Fels-Naptha Soap, per cake,	4 cents
Grandpa Tar Soap, per cake,	4 cents
Sydmore Toilet Soap, per cake,	4 cents
Sweetheart " soap, per cake,	4 cents
Sugars, per pound,	5 cents
[10 lbs. to a customer - 45 cents]	
6 pound, Bag Flour,	20 cents
12 pound, Bag Flour,	35 cents
Gail and Ax Snuff,	4 cents
Rooster Snuff	4 cents
Railroad Mills Snuff	4 cents
Black 2 in 1 Shoe Polish	7 cents

Whittemore's 10c white shoe polish 7c.	
Anchor Brand condensed milk per can	4 cents
Concord brand Condensed Milk, per can,	8 cents
Black eyed peas, per can	8 cents
Lima beans, per can	3 cents
Dried black eyed peas, per qt.	10 cents
Sardines, per can	4 cents
Potted Ham, per can	4 cents
Corned Herring, per dozen,	6 cents
Union Leader tobacco, per pkg	4 Cts
Real Apple Tobacco, per plug	8 cents
Old Pasch Tobacco, per plug	8 cents
Reynolds sun Cured tobacco, plug,	8c
Sweet Potatoes per can	8 cents
3 lbs lump starch, Special,	10 cents
10c Can Evaporated Milk, Pet Brand	
5c Can Evaporated Milk,	4 cents
A limited quantity of Fresh Country Eggs. Limit only one (1) dozen to customer. Every Egg Guaranteed.	
Special at..... 20c. a dozen	
Eagle Brand Condensed Milk, per can	13c.
Limit: 2 cans to a customer.	

PLEASE NOTE: This sale closes positively Saturday night, June 14, 1913, 12 m.

Phone orders given prompt and careful attention.

W. H. THOMAS  
S.W. Corner London & Codwin Sts. Phone 702  
Sumnerville Printery, 812 Columbia St.  
Portsmouth, Va.

I suppose that in criticising a piece of advertising, particularly when looking at it as a piece of printing, the conditions under which it was produced have to be taken into consideration. Certainly a city printer with a large and modern office must be held to a higher standard than a country office like the one that produced this circular. Nevertheless, I should think even a country office would have some type that could be used for the list of goods so that old and battered newspaper body type wouldn't have to be used. This might have been a fairly good looking circular if the list of quotations had been in appropriate

thing that still needs to be said again. I shall probably be saying it five years from now, if this department is still going on and I am in charge of it. Mr. Thomas says he is "selling out at and below cost," and then quotes some prices. Why doesn't he make his prices show that they are "at and below cost" by quoting the regular prices? By no means every woman remembers from one time to another what she pays for goods, and hardly any woman remembers as to things she isn't buying often. "Dried apples, per pound, 6 cents" may mean a bargain to her, on its face, but it would be much more certain to appear a bargain if "regular price 8



# The Continental Safety EGG Carton



## Satisfies Both the Grocer and His Customers

It holds the eggs firmly in cushion-like nests and prevents breakage. Is quickly and easily filled. Has string and fastener attached. Is complete in one piece—no fillers to put in.

**Packed flat—250 cartons to the case**  
**Ask your jobber, or write us for FREE sample**

## PAPER BAGS

"There's a Continental Paper Bag for every paper bag purpose." We have the largest paper mills in the world and make every kind of staple and fancy bag. Let us quote you. Take advantage of our enormous facilities, no matter whether you want a better bag or a cheaper bag than you are now using. Write our "Specialties Department" for suggestions on **COFFEE BAGS** that will preserve aroma and freshness and give your coffee a reputation. *Ask us for anything in the way of paper bags and we'll be glad to serve you.*

Write us for sample of our new specially designed Parcel Post package which meets every requirement of the postal authorities for shipping eggs by mail with absolute protection against breakage.



# Continental Paper Bag Co.

## WHITEHALL BUILDING, NEW YORK





### CCXIII.—Obtaining Legal Protection from Collection Agencies.

I have been asked by an officer of the National Credit Men's Association to remind the business interests of the country of the campaign which is traveling through the country to cause all collection agencies to file a \$5,000 bond in every State where they do business, and to suggest that every manufacturer and distributor, large or small, should make it his particular business to interest his local and State associations, if he has them, in the plan. Because a well-equipped collection agency, if energetic and honest, can do a great deal more in the collection of delinquent accounts than the average business man, and if they would stop charging "entrance fees," or "retaining fees," and simply take a commission on the money actually collected, they would probably be able to render valuable service. The difficulty with collection agencies now is that they will not work after they have their entrance fee, and if they collect anything it is like moving mountains to get them to pay it over.

Several States have already passed what is known as the model collection agency law, and more are getting ready to do it. It is making even more rapid progress over the country than the bulk sales law, which has now been adopted by all the States, with very few exceptions. I have been furnished with a copy of the bill in question, and present it herewith:—

Section 1. No person, partnership, association or corporation shall conduct a collection agency, collection bureau or collection office in this State, or engage in this State solely in the business of collecting or receiving payment for others of any account, bill or other indebtedness, or engage in this State in the business of soliciting the right to collect or receive payment for another of any account, bill or other indebtedness, or advertise for or solicit in print the right to collect or receive payment for another

of any account, bill or other indebtedness, unless, at the time of conducting such collection agency, collection bureau, collection office or collection business, or of doing such advertising or soliciting, such person, partnership association or corporation, or the person, partnership, association or corporation, from whom he or it may be acting as agent, shall have on file with the Secretary of State a good and sufficient bond as hereinafter specified.

Sec. 2. Said bond shall be in the sum of \$5,000 and shall provide that the person, partnership, association or corporation giving the same shall, upon written demand, pay and turn over to or for the person, partnership, association or corporation for whom any account, bill or other indebtedness is taken for collection the proceeds of such collection in accordance with the terms of the agreement upon which such amount, bill or other indebtedness was received for collection. Said bond shall be in such form as the Attorney-General shall prescribe.

Sec. 3. Said bond shall be for the term of one year from the date thereof, and unless the Secretary of State and the person, partnership, association or corporation giving the same shall agree on a longer period. No action on said bond shall be begun after two years from the expiration of the bond.

Sec. 4. Said bond shall be executed by said persons, partnerships, associations or corporations as principal, with at least two good and sufficient sureties, who shall be residents and owners of real estate within the State. The bond shall not be accepted unless approved by the Secretary of State and, upon such approval, it shall be filed in his office. The bond of a surety company may be received if approved as aforesaid, or cash may be accepted in lieu of sureties.

Sec. 5. The Secretary of State shall keep a record of the bonds filed with him under the provisions hereof, with the names, places of residence and places of business of the principals and sureties, and the name of the officer before whom the bond was executed or acknowledged; and the record shall be open to public inspection.

Sec. 6. Any person, member of a partnership or officer of an association or corporation who fails to comply with any provision of this act, shall be guilty of a gross misdemeanor.

Sec. 7. This act shall not apply to any attorney-at-law duly authorized to practice in this State and resident herein, to a National bank, or to any bank or trust company duly incorporated under the laws of this State.

Sec. 8. This act shall take effect and be in force from and after its passage.

The State of Minnesota, I am informed, is the latest State to adopt this law. The protection afforded business people by it is two-fold. First, if a collection agency attempts to do business without having filed a bond, it commits a misdemeanor, and can be criminally prosecuted. Second, if it collects a client's money and fails to pay it over, the client can sue on the bond for the amount, and can collect his money every time, unless suits were brought for sums aggregating more than \$5,000, in which case everybody would have to take a pro rata share. Such protection would be almost perfect; it is worth ardently striving after.

As a matter of interest, I have obtained a list of the collection agencies that have registered in Minnesota under this law and filed the bond. There are only eight, of which one is R. G. Dun & Co. All the other seven are concerns apparently local to the State of Minnesota, and not one of the several notorious itinerant agencies which solicit accounts from merchants all over the country has as yet come forward and shown an honest intention by filing a bond. I predict that none of them will, because the bond idea will completely destroy their method of doing business. Many of these concerns are living partly on their entrance fees and partly on their clients' money, which they have the use of for months, even if they eventually pay it. Through an investigation made for a client several months ago into the methods of a certain collection agency I found that they had a regular system, apparently carefully worked out, by which they were constantly borrowing from their clients, unknown to the latter, the money on which to live. For instance, the agency we will say, collected \$1,000 in January. It would not turn it all over to the

owners, but would use a large part. A part of February's receipts would go to satisfying the balance of January's collections, and so they would go along, a month behind in payments to start with, and continuously getting still further behind because they never paid full even up to within one month. I reached the conclusion as to this concern that there had not been a time within at least one year when it was not insolvent.

The idea of compelling those who are likely to become financially indebted to us, to furnish security in advance, usually by a bond, is growing. Here are these laws requiring this of collection agencies, and other laws have recently been passed requiring it of commission merchants to whom various products are shipped to be sold on commission. The bond idea will grow still further, in my judgment, for with but little trouble and expense to anybody, it turns uncertainty into almost absolute certainty.

(Copyright, June, 1913, by Elton J. Buckley.)

Question: \* \* \*, N. J.—Please advise if the lease A gave B hold good: A leased its property to B for one year with privilege of two more years. Ninety days prior to expiration of said lease B was to notify A if he wished to renew said lease. B failed to do so, nor did A notify B that its lease expired, but kept on receiving the rent as before. Could B hold A responsible for its lease in case A sells the property four months from date of expiration of original lease?

Please state what the law is regarding above lease in New Jersey.

Within what length of time can A compel B to vacate its premises?

Answer.—It is a very uncertain business, attempting to give a legal opinion on a lease which has not been read. Leases are complicated documents, and often contain a clause or a sentence that changes the whole legal status.

If B did not notify A ninety days in advance, that he intended to renew the lease for two more years, then the lease is not renewed for two years merely because B stayed on and A allowed him to. In my judgment the tenancy after the expiration of the one year became what the law calls a tenancy at will, that is, a tenancy as long as the landlord and tenant are mutually willing, but not for a shorter period than one month. The law, however, has been looking on tenancies at will with growing distaste for



1 years, and construes them  
 ancies for one year whenever  
 acts permit. It is somewhat  
 ain what the court would do  
 ur case, but in my judgment  
 would probably hold the ten-  
 here to be one at will, and  
 hat A, or the purchaser from  
 ould eject B on one month's  
 e. If the court could be per-  
 d that the tenancy was one for  
 year, B could not be ejected  
 the end of that time.

TE.—Requests for informa-  
 in this Department should  
 y set out in full all the facts  
 ng on the case, and all ques-  
 should be carefully framed  
 oid misconstruction. Write  
 ne side of the sheet only.  
 rs should be received at this  
 not later than Tuesday of  
 week to ensure an answer  
 e Monday's issue following.  
 signature and address of the  
 er must accompany all in-  
 es, and will be published un-  
 there is a request not to do  
 All inquiries received will be  
 vered without charge. Ad-  
 s all communications to Legal  
 or "Grocery World and Gen-  
 Merchant."

#### What Spoils the Flavor of Some Storage Butter.

he Bureau of Animal Industry  
 the Agricultural Department  
 ng the week gave out a report  
 ts experiments designed to dis-  
 er the cause for peculiar  
 vors" in certain storage butters,  
 as a result it urges butter  
 ers and dairy proprietors to  
 are of the rusty milk can and  
 churn with exposed metallic  
 ts. The bureau experts dis-  
 ered that contact with copper or  
 n, and especially copper, gave a  
 or that was not only disagree-  
 e in butter freshly made, but in-  
 ased the product's rancidity the  
 ger it was kept in storage.

Watermelons keep up, the range  
 ng the same as last week—40 to  
 cents each. The quality is good  
 l so is the demand.

#### 1,000,000 Paid for Waste Paper in Pennsylvania Last Year

ow much of it did you  
 ? There is ready sale  
 all your Waste  
 per, Pasteboard  
 res, etc., if baled.

o Buckeye  
 Paper Press  
 es the work perfectly.  
 Write for catalog. Dept. A  
 Buckeye Baler Co.  
 FINDLAY, OHIO



## EXTENSIVE ADVERTISING

MAKES

**Karo**  
(REG. U.S. PAT. OFF.)

EASY  
 TO SELL



Every grocer, everywhere, sells KARO because our advertising reaches everywhere and creates demand for it. And everywhere that KARO sells because of our advertising it *keeps on selling* because of its quality, wholesomeness and purity. We have more than tripled its sale by teaching people to use it in cooking and home candy making as well as on the table. KARO is an "all-year-round" seller, there's no falling off, no letting up, a steady stream of sales that turn profits into the grocer's cash register. The way to get *your share* of these profits is to keep KARO well displayed at all times, because we have made the KARO can so well known that it sells on sight.

Besides its many other uses, Karo is widely used for home preserving. It will pay you to speak of this to your customers, because Karo pays you more profit than sugar.

**Corn Products Refining Company**  
**New York**

#### WHAT TO TELL CUSTOMERS

"KARO is the biggest selling syrup we handle because it satisfies the greatest number of customers. Let me put a few cans in your order. I'm sure you'll like it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"





### Bill's Scheme for Selling Goods to People.

I was sitting in the back of a customer's store last Wednesday, waiting for him to come back and let me put an order over on him, when his seven-year-old kid Bill wandered in from the house. Bill taught me some stunts about selling goods and other things.

These kids sure nurse some peachy ideas about life.

Bill and me are old pals. I saw him when he was only one day old. He was the reddest kid I ever saw—I didn't know they made 'em so red.

"Hello Bill!" I said, "how are you, old sport?"

"All right," said Bill as solemn as a church. "Got any chewing gum?"

I didn't have, but I coughed up what would get it, but Bill still hung around.

"I'm going to be what you are when I get big," he said.

That was something, wasn't it? I've been told I was so many things I didn't just know which one Bill meant.

"What d'ye mean, old man?" I asked.

"I mean a salesman."

"Good work!" I said. "Bet you'll make a dandy! What's

made you think you'd like to be a salesman?"

"Don't have to do nothin' but ride around on trains," he said.

I knew Bill's pa hadn't given him any such idea as that, for he had seen me work—trying to sell him goods. He sure is some close buyer.

"So that's what you think a salesman does, is it? "Well, you're all wrong, Bill. That ain't what a salesman is. A fellow that only rides around on trains is a tramp—he ain't a salesman. A salesman has to sell goods to people."

"I'd sell goods to people," said Bill.

"Sure you would."

"I'd make people buy my goods," he went on.

"Gee whiz, I wish you'd tell me how," I said. "I can't always make 'em buy mine."

"I'd kick 'em in the legs," explained Bill.

"Great idea!" I said, "maybe I'll try that. But suppose after you'd kicked 'em they wouldn't buy?"

"Then I'd spit on their pants," said Bill. (Talk about salesmen being born.)

"I can get a lot of spit when I want to," said Bill. "All I have to do is to chew two chewing gums

at once, and in a minute I've got a lot of spit—I guess maybe 'bout a bucket. Wouldn't they be sprised when I did all that on 'em?"

"You bet they would," I said.

"I spit on our doctor's pants once," bragged Bill. "It was a lot, too. He give me nasty stuff. He was awful sprised."

"It's a great scheme," I said, "but I know some people that wouldn't buy even after you watered their pants. What would you do to them?"

One thing I like about Bill is that you can't find him asleep. He has his plans all made and he knows what he's going to do.

"Why, I'd shoot 'em with a gun," he said. "Then I'll bet they buy my goods."

"But dead people can't buy goods," I said, "if you shot 'em they'd be dead. That is, if you hit 'em."

"Oh I wouldn't kill 'em," he explained. "I'd just hurt 'em. Like shooting their ear off."

"Of course it might work if you only shot their ear off," I said.

"Is that the way you sell goods to people?" he said.

"Good night!" I said, "not on your life! Not yet! Though I've often thought I'd like to try some-

thing like that on some of 'em. don't believe you'd like being salesman, Bill. Better be a grocer like your pa."

"Nope," said Bill, "ain't going to be that."

"Why not?"

"You can't make money enough being that," he said. "I'm going to make a million dollars!"

"Then you want to be a salesman," I said, "for them's the boys that make the million."

"Have you got a million dollars?" he asked.

"Nope," I said, "I ain't, but thank you kindly, old man, for asking me. Nobody ever thought they had to ask me that before."

Just then Bill's mother shouted for him and he ambled off. I've been chewing over his scheme for selling goods, and I may try it on you fellows look out for me. Better hand me the order when I first come in the store, especially if you see I'm chewing two chewing gums at once. I'm known for having the biggest mouth in our family, and if I decide to spit on your pants you'll have to sink or swim, believe me. THE STROLLER

Lima beans are scarce and high good beans are worth \$3. North Carolina is the nearest shipping point up to the present time.



### A POSSIBLE CUSTOMER

is often made by having just the particular thing he or she wants.

### MAPLEINE

is a popular flavoring. Be sure and have it in stock.

Order from your jobber or Frank A. Smith & Co. 105 S. Front St., Philadelphia, Pa.

Crescent Mfg. Co. Seattle, Wash.

## The Foremost

*position* in laundry soaps, now held by **Fels-Naptha**, is solidly sustained by satisfactory sales and consumption stretching over a term of many years. Back of this record, of course, is the unique *Quality* of **Fels-Naptha**!





## There Was the Same Difference Between Producing and Consuming Prices Twenty Years Ago That There is Now

Department of Agriculture Says This is True in Spite of Heavy Price Advances. Proof That Retailer's Profit Has Not Increased, For if it Had the Margin Would be Greater Between Price Paid Producer and Price Paid by Consumer.

The United States Department of Agriculture sends this journal the result of an investigation which has been making into the market conditions of several staple food products, with a view to learning whether, throughout the advance in prices of the last twenty years, the retailer's percentage of profit has increased. The Department reports substantially that there has been no increase. The Department further finds that the difference between the price gotten by the producer, and the price paid by the consumer, has practically not increased in the last twenty years, in spite of the heavy increase in prices.

In 1910 the Department of Agriculture made an investigation of farm, wholesale and retail prices of butter, eggs, milk and poultry. From this investigation, which was made in the last week of January, 1910, it appeared that consumers in 71 cities covered were paying an average of about 38.1 cents per dozen for fresh eggs, retail dealers were paying about 32 cents, and nearby producers reported receiving an average of 30.4 cents; the average price received by all producers of the United States, according to reports of county correspondents of the Bureau of Statistics, was 28.9 cents per dozen. Nearby producers frequently receive a premium over the prices of constantly shipped eggs; also, many farmers sell their eggs directly to the consumer, in which cases the consumer's price and the producer's price would be the same. The average price paid by the consumers, 38.1 cents, was about 19 per cent. higher than the price paid for eggs by retail dealers, 25 per cent. higher than that received by nearby producers, and 32 per cent. higher than the average price received by producers of the United States, 28.9 cents, as stated above. In this calculation no allowance is made

for losses occasioned by breaking, spoiling or otherwise between the producer and consumer.

Chickens were purchased by consumers at 18.7 cents per pound and by retail dealers at 15 cents, while they were sold by nearby producers at 11.7 cents; the average of reports of all county correspondents at about the same time was 11.1 cents per pound. The price paid by consumers, 18.7 cents, was nearly 25 per cent. higher than the price paid by retailers, nearly 60 per cent. higher than the price reported received by nearby producers, and 68 per cent. higher than the average price received by all producers, as reported by county correspondents of the Bureau of Statistics.

The average price paid by consumers for milk was 8.5 cents per quart; the average price paid by retail dealers was 4.7 cents, and the average price reported as received by producers was 4.5 cents. In some cities there are wholesale receivers and retail delivery dealers; the average price paid by delivery dealers to wholesale dealers was 6.4 cents. The price paid by consumers for milk was thus about 89 per cent. higher than the price received by those producers who did not peddle their milk.

The average price of creamery butter in tubs to consumers was 36.5 cents per pound; the price paid for it by retail dealers was 31.8 cents; the retail price thus being nearly 15 per cent. above the price paid by the retail dealer.

In order to ascertain whether the relative differences between producers' and consumers' prices have widened during the last twenty years, comparisons have been made of the relative retail prices of certain articles reported by the Bureau of Labor Statistics with the wholesale prices, together with the raw material from which manufactured, as reported by Bradstreet's. The articles selected are wheat and

## Sell Advertised Goods to Increase Selling Speed

ANYTHING that will shorten the process of waiting upon customers will give your sales clerks more time to wait upon more customers. The accepted answer to this selling problem is—advertised goods.

Advertised goods remove the necessity for argument. The purchaser knows advertised goods, knows N. B. C. goods, has confidence in them and buys them. Advertised goods eliminate argument and so save lost time.

By one move—the selling of advertised goods—your clerks can sell to three or four people in the time it formerly required to sell to one. Prove it yourself—sell N. B. C. products—they are nationally known—their quality is automatically repeated in every package or pound. Stock a good assortment of the well-known In-er-seal Trade-Mark packages and the familiar glass-front cans.

### NATIONAL BISCUIT COMPANY

flour; steers and beef; hogs and ham and lard; sheep and mutton.

Comparing the average of prices for the last ten years, 1903-1912, with the preceding ten years, 1893-1902, it appears that the price of wheat (No. 2 red, Chicago) advanced 32 per cent., the wholesale price of flour advanced 29 per cent. and the retail price of flour advanced only 28 per cent. The price of hogs advanced about 33 per cent., the wholesale price of hams advanced 24 per cent., and retail price of smoked hams advanced about 32 per cent.; retail smoked bacon advanced 55 per cent., and pork and chops advanced 41 per cent.; the wholesale price of lard advanced 31 per cent. and the retail price advanced about 30 per cent. The price of steers (Chicago) advanced 24 per cent.; the wholesale price of beef advanced 23 per cent.;

the retail price of sirloin steak advanced 19 per cent.; round steak advanced 30 per cent.; and rib roast advanced 23 per cent. The price of sheep advanced 19 per cent., and the wholesale price of mutton advanced 36 per cent.; the retail price is not given.

The average farm price of potatoes on December 1st of the ten years, 1903-1912, as estimated yearly by the Department of Agriculture, was about 26 per cent. higher than for the preceding ten years, whereas the retail price advanced in the same period about 29 per cent.

It would appear from the figures quoted that whatever be the margin between the producer's price and the consumer's price it has not widened much, if any, during the last twenty years of advancing prices.





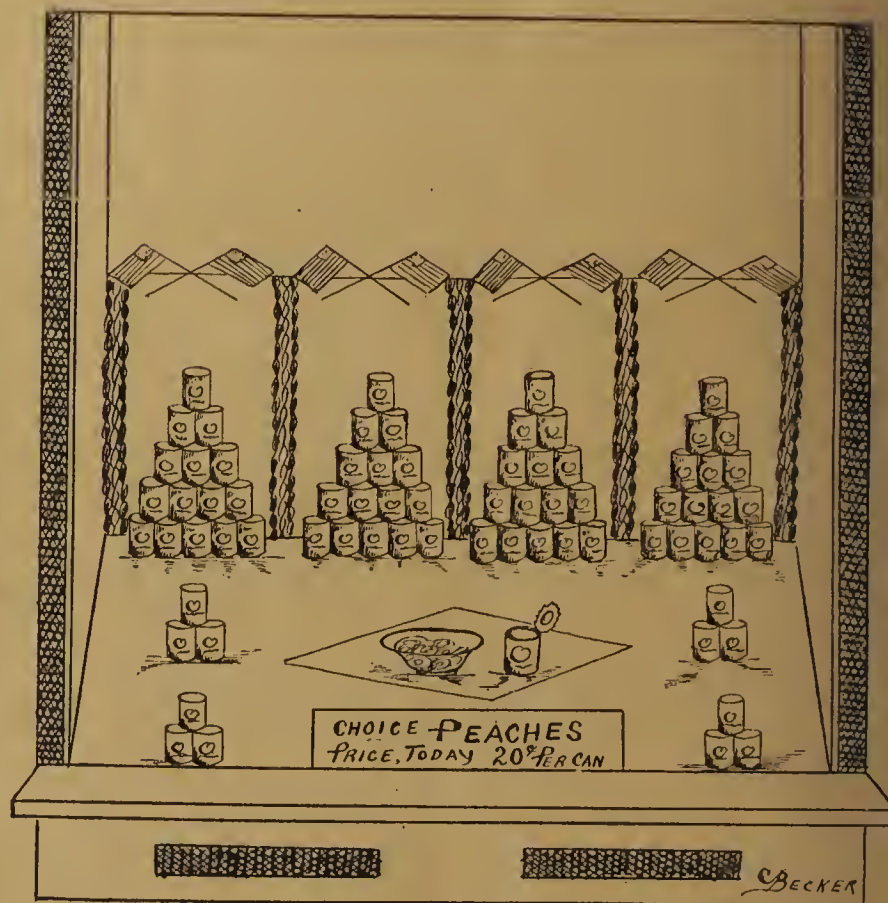
## Two Independence Day Trims

Two more good suggestions for attractive windows for the glorious Fourth. Most people prefer to spend their holiday in the woods or country, away from noise and crowds. One trim suggests a quiet picnic spot in the woods and is easy to arrange when carried out in the following manner: First get a good supply of branches, almost any kind will do. Cover well the side walls with them and the ceiling

a bottle of grape juice and a box of some kind of crackers. Along rear place little bunches of fern, place them in water to keep fresh. Cover the glasses with some foliage, make it look as real as possible. Shady nook for lunch.

### Peach Special.

The special sale on peaches is a neat and attractive window and arranged in this manner: First cover the bottom of the window with white crepe paper. In the front centre place a long card with lettering like cut, making the price to suit yourself. Back of this, also in



also. On the bottom place some artificial moss. In front, towards the right, place a small sign card on a stick nailed to the floor. Back of this place a bat and ball, a small piece of log with a board across, thus suggesting the old-time seesaw. Place some artificial daisies and buttercups here and there. Now spread a small tablecloth or traycloth and arrange a nice lunch on it—take care and don't crowd it. In the centre place a pyramid of fruit, a bottle of olives, pickles, sauce, a jar of club cheese, peanut butter, some tomatoes, a can of tongue, a loaf of bread, some picnic plates and sanitary drinking cups. At the rear corner of the cloth, and towards the left, place a chip basket containing

in the centre, place a cloth, on it place one can of peaches, the contents being displayed in a glass dish. At each side place small pyramids of the cans. At the rear cover with the white crepe paper. Cut red, white and blue crepe paper in strips about one inch wide and arrange one of each color the same as in illustration. Place a pyramid of the cans in each space. Finish along the top with small flags.

### California Olive Industry Will Change Under New Tariff.

It is rather understood among olive men of California that it will be more profitable in future to center attention upon ripe pickled ol-

ives instead of upon olive oil, as the competition of imported oils, especially with the tariff reduced, interferes seriously with the sale of the domestic oil, whereas ripe pickled olives can only be produced in

this country, owing to the fact that the foreign fruit does not mature properly to make ripe pickles. Size rather than quantity will be the thing most sought for by California olive growers hereafter.

California has nearly a monopoly in olive production, producing 11,132,412 pounds in 1909, as compared with Arizona's 264,800 pounds, these being the only olive producing States.



# GROCERY WORLD AND GENERAL MERCHANT

VOL. LV.

PHILADELPHIA AND NEW YORK, June 30, 1913.

No. 26

No competitor is so dangerous and so unscrupulous as the drinking habit. It knows ten tricks to your one and will always defeat you if you give it chance enough.

A Letter Which Probably Made One  
Retailer Think More of His Jobber,  
With Some Editorial Comment.

The Housewives' League Shows the  
Cloven Foot. Read What Just  
Happened in Toledo, Ohio.

Pennsylvania State Association's Wage-  
Attachment Bill Passes Both Houses  
and Goes to Governor Where Its  
Fate Is Uncertain.





## Outsells Other Brands

*Snow Boy Washing Powder* is so widely and uniquely advertised that thousands of women are trying it. They find it so superior to other washing powders they keep on using it.

It is pure soap powder, without the harsh alkalies that make other kinds ruin the skin. "*Snow Boy*" is harmless. You can have profitable sales if you're willing to *push* the powder that is *getting the sales*. That's "*Snow Boy*."

GOOD GOODS and  
GOOD PROFITS

**Lautz Bros. & Co.**  
BUFFALO, N. Y.

Say to Your Customers

USE

**HIRES**

**GOLD**



**MILK**

And Save Money on your Milk Bills

*Mr. Grocer:*—Why not be a milkman, too? You can be the biggest milkman in your neighborhood if you tell your customers to add two cans of cold water to one tall can of **HIRES GOLD MILK**, and then use on the table for drinking, and in the kitchen for cooking.

EVERY CAN GUARANTEED BY

**Hires Condensed Milk Company**

10 Chestnut Street, Philadelphia, Pa.



Many of the leading *WOMEN'S MAGAZINES*, as well as street cars, billboards, etc., throughout the country tell your customers about *HEINZ PRODUCTS* and *HEINZ QUALITY*. The result is a steady, increasing demand for these superior *foods*.

Profit by this extensive advertising. It pays you to keep a well assorted stock of *HEINZ PURE FOOD PRODUCTS* constantly on hand. *THEY'RE SELF SELLERS*.

**H. J. HEINZ COMPANY**

PITTSBURGH, PA.

## Why We Can Guarantee Against Spoilage

The filthiest thing on earth is rennet if made carelessly and under unclean conditions.

If you could see some commercial rennets made you wouldn't let them enter your store.

We guarantee to the absolute limit the perfect cleanliness of James T. Shinn's **Liquid Rennet**, but we have other proof that it's clean—we guarantee it not to spoil. We wouldn't dare guarantee an unclean rennet that way.

James T. Shinn's **Liquid Rennet** will also coagulate milk in 2—5 minutes, and in every way will satisfy your most exacting customer.

Costs you \$1.50, sells for \$3.00. Order some now, before you forget it. All jobbers.

**Shinn & Kirk**  
1400 Spruce St., Phila.



We take First Pick  
and Make

## PREMIUM HAMS

That's why you and your customers can rely on **SWIFT'S PREMIUM HAMS** being good all the time.

Grocers who have trouble over the "ham question" are selling hams of questionable quality. There's no question about **SWIFT'S PREMIUM HAMS**; their tender meat, fine grain and delicious flavor never fail to please and bring trade back for more.

Swift & Company, U. S. A.





## Hawaiian Pineapple Creates NEW Trade for the Grocer

¶ *HAWAIIAN PINEAPPLE* is a non-competitive product which secured its own market through the consumer's instant appreciation of its delicious flavor and fine quality. It does not "take the place" of anything else, it is not like selling one brand of an article instead of some other brand—the profits you make on it are profits you could not make in any other way.

¶ The sale of *HAWAIIAN PINEAPPLE* has increased more rapidly than any other product ever offered to the grocery trade. Grocers who have stocked it from the first have been reaping the benefit.

### We Are Advertising Again

and there is going to be a further increase in sales of *HAWAIIAN PINEAPPLE*. Make up your mind to get your share of the profits on these increased sales. It's an easy seller: just keep it displayed and let your customers know you have it and our advertising will stir up the sales.

Always stock with *HAWAIIAN PINEAPPLE*, no matter what brand; so long as it comes from Hawaii it is sure to be "picked ripe" and "canned right." At all jobbers—sliced, grated and crushed.

**Hawaiian Pineapple Packers'  
Association**

HONOLULU, HAWAII

## BURK'S Meat Loaf

SEASONABLE THROUGHOUT THE YEAR

Composed entirely of fine selected meats—contains no flour or cereals. Baked fresh daily in loaves of about six pounds.

Makes a quick and delicious breakfast sliced and fried in a little butter.

Can also be served cold for luncheon, cut in thin slices or warmed in the oven in one piece to take the place of a roast.

## BURK'S Lunch Roll

(Copyrighted)

SUBSTITUTE FOR BOILED HAM

Composed of lean, tender pieces of pork, mildly cured, stuffed in linen container and boiled.

Far superior and more delicious than boneless boiled ham, being juicy, mild and sweet; also less expensive and not near so wasteful—in fact no waste at all. Much finer in texture and just as easily sliced, or more so, as this can be done in a slicing machine.

The cover is readily removed by cutting the seam and then stripping off the sack as the roll is consumed. This prevents it becoming dry and is a sanitary feature that appeals to the consumer, as it keeps the product clean while displayed on the counter and untouched by hand while slicing, a vast improvement as compared with handling the greasy, unprotected boneless boiled ham.

**MEAT LOAF** and **LUNCH ROLL** were originated by us, now imitated by others, but none equal to Burk's, which are prepared from only the choicest materials.

**LOUIS BURK**  
Girard Avenue and Third Street  
PHILADELPHIA





**Washington CRISPS**

*Yes, Madam, Washington Crisps is our best seller.*

*No. We never cut prices.*

**Washington CRISPS**

**Corn**

UNITED CEREAL MILLS, LTD., QUINCY, ILL., U.S.A.

## Grocers Like to see You get Full Value for Your Money

**THEY** are glad to find WASHINGTON CRISPS on your order.

They know that the BIG package gives you 1-2 more than any other cereal food for 10c.

Experience has shown them that once you try these delicious golden corn flakes you are sure to come back for more.

Of all the wholesome foods prepared from corn WASHINGTON CRISPS is one of the most nutritious and strength-giving. Eat it

every day and you will soon feel the improvement.

WASHINGTON CRISPS are made from the choicest grains of the finest white corn, thoroughly *steam-cooked* and toasted golden-brown.

The purity of WASHINGTON CRISPS is beyond question. They are prepared in spotlessly clean mills by automatic machinery—untouched by human hands.

# Washington CRISPS

**10c.** The BIG Package of Toasted Corn Flakes **10c.**

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



## Extra Fancy Norwegian Sardines Please and Pay Well

¶ Another word about our **Borgen Special Extra Fancy Norwegian Sardines**, the highest possible grade of those dainty smoked fish that have made Norway famous.

¶ They are fancy selected fish, packed in pure olive oil, guaranteed count of 20-24, in tins that are gold wrapped and gold labelled. There is nothing anything like them on the market.

¶ **Borgen Special** goods can retail at 15 cents or two for a quarter, with a splendid profit for you.

**American Sardine Company**  
EASTPORT, MAINE



## They Will Judge You By Your Butter

¶ For your own sake, brother, for the sake of the reputation of your store, for the sake of the impression you are striving to give people that your store is a dependable distributor of honest and reliable merchandise—for the sake of all these, stop handling the usual irregular print butter and handle **GURNSE**, which we guarantee to be the highest known grade of dairy butter, absolutely uniform throughout the year.

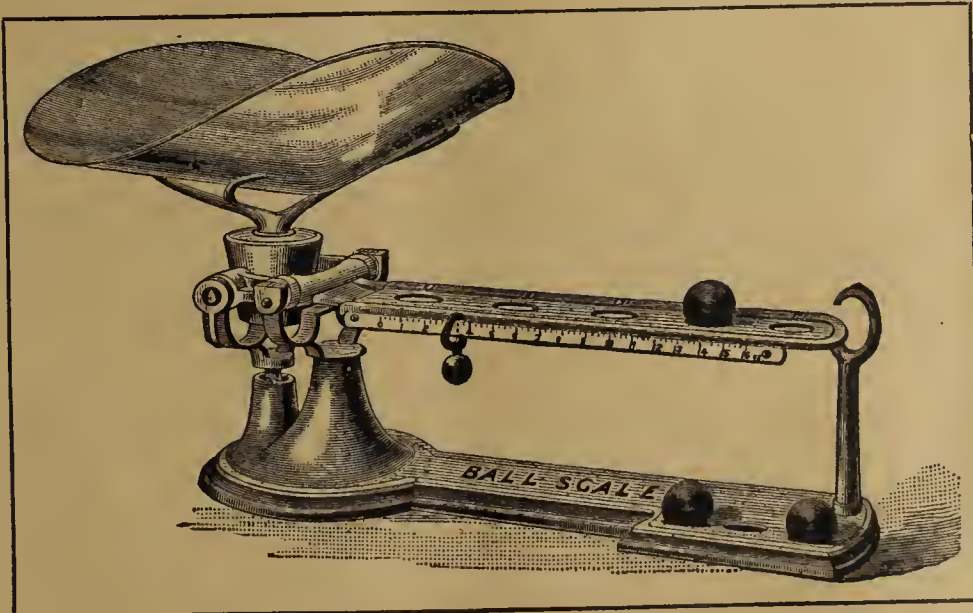
¶ Are you willing to be judged by your butter any day of the year? You will be if **GURNSE** is your butter.

Packed in 20, 30 and 50-pound boxes—pounds and half-pounds—35 cents.  
Prices subject to market changes.

**P. F. BROWN & CO.** 39-41-43 SOUTH FRONT ST.  
PHILADELPHIA, PA.

# Losing Your Weights?

Get a  
**Troemner**  
No. 24  
Ball Scale



Greatest  
Improvement  
in Rapid  
Weighing

Does away with weights absolutely. The balls are placed in the holes, thus weighing from one to fifteen pounds, with the sixteen ounces in fractions on the side beam, giving a total weighing capacity of sixteen pounds.

**HENRY TROEMNER**

No. 911 ARCH STREET  
PHILADELPHIA, PA.

**J. A. FLESCH & SON**, 115 ADAMS STREET, CHICAGO, ILL., GENERAL AGENTS FOR UNITED STATES



## WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

### FOR SALE.

FOR SALE.—Troemner Electric Coffee Mill for direct current, both for pulverizing and granulating. American Slicer in A1 condition. Also Dayton Computing Scales and a rebuilt No. 18 Star Coffee Mill. All at one-half price. Guaranteed to be in good condition. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. tf

FOR SALE.—Stock and fixtures of a grocery store established 1876. If sold at once will sell for a very low figure, \$1,250. Property can be bought for \$5,500—nine rooms, bath and all conveniences. 846 N. Fortieth St., Philadelphia, Pa. 6

FOR SALE.—Retiring from business, will sell corner store at assessed valuation. Present stock full line of groceries. Good locality for grocery or bakery. Property, 12 rooms. Large awnings, side yard. J. M. Sheneman, 1417 S. 49th St., Philadelphia, Pa. tf

FOR SALE.—Stock and fixtures of a good corner store, doing a good business in groceries, delicatessen, confectionery, tobacco and cigars. Will sell to a quick buyer for \$525. Dwelling contains eight rooms, bath and all conveniences. Rent \$35 per month. 6031 Race St., corner Edgewater St., Philadelphia, Pa. 5

FOR SALE.—Opportunity! Will sell corner store, full line groceries, at sacrifice. Going out of business. Location the best to be had in Philadelphia. Property, 18 ft. 6 ins. by 69 ft. 6 ins., in perfect condition. This is a grand chance for one anxious to secure a profitable business. L. Wucher, 1713 Wolf St., Philadelphia, Pa. 26

FOR SALE.—Stock and fixtures of corner grocery in center of town of 3,500 population, thirty miles from Philadelphia on main line of Pennsylvania Railroad. Will sell at inventory, which will amount to about \$800. Rent \$15 per month. Present owner doing over \$10,000 worth of business now. S. L., "Grocery World and General Merchant," 927 Arch Street, Philadelphia, Pa. 26

FOR SALE.—A 1,500 lb. capacity "White" Truck, used since Jan. 10th, 1913, in good condition. Reason for selling, too much speed for our bad streets. S. A. Huber & Sons, Chambersburg, Pa. 1

FOR SALE.—Horse, wagon, two sets harness, McCaskey register, Dayton scale, show cases, tea canisters, etc., on account of going out of business. Wm. Parcell, Parsons, Pa. 1

FOR SALE.—Hotel, 20 rooms, in business centre of Detroit, Minn. Good business. Good reason for selling. Address, Mary McNaniard, Detroit, Minn. 3

FOR SALE.—Grocery and general store doing good business. Also store building with living rooms above. Address M. S. Larson, Aitkin, Minn. 3

FOR SALE.—Two-story frame house and store corner B. oad and Orange Sts. Established fifty years. Price \$5,000. Will sell stock at inventory. J. C. Felker, Lititz, Pa. 1

FOR SALE.—Automobile—five passenger Rambler touring car in good condition, with good tires, extra tubes, treads, top, windshield, clock, trunk rack, tool box and tools. Will sell cheap. Would also make a good delivery car by changing body. Call or address 620 Chester Ave., Lancaster, Pa., and see the car demonstrated. 1

FOR SALE.—Stock and fixtures of corner grocery store. A good stand for fresh meats, provisions, etc. Will sell to a quick buyer for \$825. Nine rooms, all conveniences. Rent \$25 per month. S. E. cor. Washington Ave. and Cecil St., West Philadelphia, Pa. 9

FOR SALE.—Grocery store and fixtures, all clear, in first-class neighborhood, doing a cash business. \$950 cash buys an excellent opportunity for an up-to-date man. Reason for selling, am engaging in other business. This will stand for a thorough

investigation. F. G. Wi.e, 208 Twenty first St., Detroit, Mich. 1

FOR SALE.—Up-to-date cream cheese cutter, which is in perfect condition and will sacrifice. M. Sheridan, Lee and Cambria Sts., Philadelphia, Pa. 1

FOR SALE.—Grocery stock and fixtures. Butcher shop connected. Doing cash business in a first-class locality. I intend to devote all time to other business. This is a good bargain for an up-to-date grocer. Address G. E., care "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 1

FOR SALE.—Stock of well established grocery business. Have been in my present location fourteen years. Have an established trade. Also lease for six years to run. A good business for the right man. Best of reasons for selling out. U. U. Dare, 1520 Pacific Ave., Atlantic City, N. J. 26

FOR SALE.—Cold storage plant—consisting of one 8-ton York ice machine, with piping for four rooms, and a 20-h. p. gas engine. Can be used for refrigeration or ice-making; also an 8-h. p. gas engine. All practically new and in good repair. Address, Dawson Bros., Corry, Pa. tf

FOR SALE.—Wanted to sell stock and fixtures of a general store in a good country town, supported by farmer trade principally. Good reasons for selling. Robt. O. Bryant, Spartansburg, Pa. tf

FOR SALE.—Stock and fixtures of corner grocery store. A good stand for fresh meats, provisions, etc. Will sell to a quick buyer for \$550. Seven rooms, bath and all conveniences. Rent, \$23. Reason, sickness. N. W. cor. Seventh and Pine Sts., Camden, N. J. tf

FOR SALE.—An up-to-date counter soda fountain in good condition. Iceless. Robert M. Green, maker. Length, 8 ft. Weir syrup pumps. Stanley E. Baker, Factoryville, Pa. tf

FOR SALE.—I have some chinaware and earthenware that I wish to dispose of at less than cost. A. E. Flagler, Quakertown, Pa. tf

FOR SALE.—Grocery and meat market located on the Pittsburgh and Wilkinsburg line. Doing over \$4,500 monthly. Price, \$4,000. N. Crow, Wilkinsburg, Pa. tf

FOR SALE.—Good opportunity. Old established meat, groceries and provision market for sale cheap. Best store uptown. Owners retiring on account of partnership. Will sell cheap to quick buyer. Doing from \$300 to \$400 business a week. Address A. D., care of "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. tf

FOR SALE.—One No. 12 Enterprise coffee mill, counter size, about 31 ins. in height. Will sell cheap. L. F. Carlin, S. W. cor. York Road and Wagner Ave., Logan, Philadelphia, Pa. tf

FOR SALE.—Grocery store, fixtures and building, doing good business. Good reasons for selling. E. E. McConnell, 1911 Iowa Ave., Superior, Wis. 2

FOR SALE.—Grocery store, doing fine business. Good reasons for selling. With or without building. Thatcher & Thatcher, 312 W. Fourth St., Duluth, Minn. 2

### HELP WANTED.

WANTED.—Salesmen calling on merchants and tradesmen can make \$25 per week extra on the side. Write for particulars. "Coupon-Cards," care "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 26

WANTED.—A reliable country merchant would like to get in touch with some reliable retailer to sell butter, eggs and poultry direct No freight or commission. Prefer to sell at a stated price f. o. b. shipping point. Only men who are reliable and prompt and are fairly rated need write. W. H. Clotfelter, Richfield, Pa. 26

### WANTED.

WANTED.—A good second-hand soda fountain. Wm. T. Cunningham, Toepp and New Sts., Bethlehem, Pa. tf

WANTED.—Horse rake, two horse mowing machine, two horse riding cultivator. New and cheap for cash. C. B. Robbins Co., Port Norris, N. J. tf

WANTED.—To buy a horse and sell a carriage. J. F. Hutzell, S. E. cor. Park Ave. and Oxford St., Philadelphia, Pa. 1

## PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.

## Every Cake of Fleischmann's Yeast

influences the sale of flour, butter, sugar, salt, eggs and like products used in baking to a total of 10 or 20 times the cost of the yeast itself. That's how the sale of every cake of Fleischmann's Yeast builds up business for you.

The Fleischmann Co.

## WHY WORRY



over bookkeeping? Sell them a Ten Dollar or any other size of FORBES

### Indexed Coupon Books

and have only one entry where you have dozens now.

We have sold millions of them. Why worry about forgotten charges, disputes, over-running accounts, losses, etc., when our books will cure these evils? Simplest and best system devised. For cash or credit. All sizes. F. O. B. your express office or by mail when necessary. Why worry?

Ask us for free samples.

J. P. FORBES, Forbes Building, Coshocton, Ohio

## How to Make Other Cocos as Good as Ours



Take the average cocoa on the market and carry it through another process or two, and you may have an article about as good as Croft's Swiss Milk Cocoa.

The trouble is that other manufacturers will not use that "other process or two," because of its cost. They prefer to send out their product half made, as it were—containing indigestible and ill-tasting ingredients which should have been eliminated—so that they can save a little on the cost of making.

Croft's Swiss Milk Cocoa has everything taken out that should be taken out, and for that reason, among others, it has the smoothest, finest flavor of any cocoa made.

Will you mention the "Grocery World" when you write?

40 cents a pound

Packed in 1/2-lb. jars, 6 and 12-lb. boxes

CROFT & ALLEN CO. Philadelphia PENNSYLVANIA





“Don’t go after demand until you have distribution. Your goods go first to the retailer, so should you. To go after demand first and then distribution, is to put on your shoes and then your stockings.”

Manufacturers *can* get distribution by creating demand. They can also reach the house next door to them on the left by turning to the right and going around the block, but “what’s the use?”

The time must come when all high class magazines and other consumer advertising media will refuse to accept advertising from manufacturers who expect the demand they create to get them distribution, because no publication can do itself justice which sends people into a store to ask for goods the retailer doesn’t know anything about. The wise manufacturer will eventually put his goods where the people can get them before he sends the people after them. In other words, he won’t spend money to stimulate a desire he hasn’t made preparations to gratify.

Advertising in the Grocery Trade Journals under our direction is a powerful aid to distribution. We organized the Grocery and Allied Trade Press of America, the names of whose members appear below, and will gladly submit plans and estimates for the use of these papers. Our plan is indorsed by and has the co-operation of the National Association of Retail Grocers of the United States.

### MEMBERS

American Grocer, New York, N. Y.  
American Meat Trade Journal, New York City  
Commercial Journal, St. Joseph, Mo.  
General Store, Pittsburgh, Pa.  
Grocers’ Magazine, Boston, Mass.  
Grocery World and General Merchant, Philadelphia, Pa.  
Ideal Grocer, New York, N. Y.  
Inland Grocer, Cleveland, Ohio  
Inland Storekeeper, Chicago, Ill.  
Interstate Grocer, St. Louis, Mo.  
Interstate Merchants’ Advocate, Spokane, Wash.  
Interstate Trade Bulletin, Denver, Col.  
Merchants’ Index, Denver, Col.

Merchants’ Journal, Topeka, Kans.  
Merchants’ Journal and Commerce, Lynchburg, Va.  
Merchants’ Magazine, Los Angeles, Cal.  
Merchants’ News, Oklahoma City, Okla.  
Michigan Trade Review, Saginaw, Mich.  
Michigan Tradesman, Grand Rapids, Mich.  
Modern Grocer, Chicago, Ill.  
New England Grocer and Tradesman, Boston, Mass.  
National Provisioner, New York, N. Y.  
Northwest Trade, Boise, Idaho  
Omaha Trade Exhibit, Omaha, Neb.  
Oregon Merchants’ Magazine, Portland, Ore.  
Price Current, Wichita, Kans.  
Retail Grocers’ Advocate, New York, N. Y.

Retail Grocers’ Advocate, San Francisco, Cal.  
Retail Merchant, Salt Lake City, Utah  
Retail Merchants’ Journal, Peoria, Ill.  
Southwestern Commercial Bulletin, Los Angeles, Cal.  
Tea and Coffee Trade Journal, New York, N. Y.  
Texas Tradesman, Houston, Tex.  
Trade, Detroit, Mich.  
The Trade Review, Lincoln, Neb.  
Twin City Commercial Bulletin, Minneapolis and St. Paul, Minn.  
Up-to-date, Scranton, Pa.  
The Western Trader, Omaha, Neb.  
West Coast Trade, Tacoma, Wash.

**The C. M. Wassels Co.**  
WHO REACH RETAILERS  
TIMES BUILDING, PHILADELPHIA

IN WRITING TO ADVERTISERS KINDLY MENTION “GROCERY WORLD AND GENERAL MERCHANT”



# Grocery World and General Merchant Prices--Current.

CORRECTED WEEKLY. JUNE 30, 1913.

COL.		COL.		COL.		COL.	
1	Ammonia	12	Eggs	19	Spices	26	
2	Axle Grease	13	Fancy Groceries	20	Stove Polish	26	
3	Baking Powder	14	Flour	21	Sundries	27	
4	Blackening—Shoe	15	Farinaceous Goods	22	Syrup and Molasses	27	
5	Bluing—Dry	16	Fresh Fish	23	Smoking Tobacco	28	
6	Bluing—Liquid	17	Green Coffee	24	Tea	28	
7	Brushes	18	Gelatine and Prepared Desserts	25	Toilet Soaps	28	
8	Butchers' Sundries	19	Horseradish	26	Tobacco—Plug	28	
9	Butter	20	Honey	27	Vinegar	28	
10	Cakes and Crackers	21	Ink	28	Wood and Willow Ware	28	
11	Candles	22	Jars and Jar Rubbers	29	Yeast Cakes	28	
12	Canned Goods	23	Ketchup	30			
13	Canned Meats	24	Lamp Goods	31			
14	Catsup	25	Lime	32			
15	Cereal Specialties	26	Lye and Potash	33			
16	Cheese	27	Lard and Compounds	34			
17	Chewing Gum	28	Live Poultry	35			
18	Chocolate and Cocoa	29	Laundry Soaps	36			
19	Cider	30	Laundry Starch	37			
20	Clams	31	Macaroni	38			
21	Cocoanut	32	Maple	39			
22	Corn Starch	33	Matches	40			
23	Condensed Milk	34	Mince Meat	41			
24	Cottolene	35	Mustard	42			
25	Coffee Essence and Chicory	36	Nuts	43			
26	Delicatessen	37	Oysters	44			
27	Dried Fruits	38	Oils	45			
28	Dressed Meats	39	Olives	46			
29	Dressed Poultry	40	Package Coffee	47			
30	Drugs	41	Paper	48			
31	Evaporated Milk	42		49			
32		43		50			
33		44		51			
34		45		52			
35		46		53			
36		47		54			
37		48		55			
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## ADVANCES.

Eggs	12
Fresh Fish	25
Compound Lard	16

## DECLINES.

Butter	4
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## ADDITIONS.

## SUGAR.

	Barrels.
Cut Leaf	5.30
Eagle Tablets	5.80
Crystal Dominoes, 24 5-lb. pkgs.	7.15
60 5-lb. pkgs.	7.65
Patent Cubes	4.75
Confectioners Lozenge	4.65
Powdered	4.60
Fruit Powdered	4.50
Dessert and Table, 2-lb. cartons, 48 lbs.	4.80
Granulated, fine or standard, McCahan	4.55
Franklin	4.50
extra fine, bbls.	4.50
extra fine, 5-lb. bags	4.80
5-lb. bags	4.70
10-lb. bags	4.65
25-lb. bags	4.55
100-lb. bags	4.50
coarse	4.60
Confectioners Crystal A	4.50
A Confectioners	4.35
A No. 1	4.25
A No. 2	4.20
Franklin B	4.05
Extra C	3.80
C	3.65

## TEA.

	Per lb.
Formosa—	
Extra choice, ½ and ¼ chests	.40 - .45
Choice, ½ and ¼ chests	.35 - .38
Finest, ½ and ¼ chests	.30 - .32
Fine, ½ and ¼ chests	.28 - .29
Oolong, Black—	
Extra choice, ½ and ¼ chests	.30 - .35
Choice, ½ and ¼ chests	.25 - .27
Finest, ½ and ¼ chests	.22 - .24
Superior, ½ and ¼ chests	.16 - .18
English Breakfast, Black—	
First Pickling, ½ and ¼ chests	.32 - .35
Choice, ½ and ¼ chests	.20 - .25
Good to Superior, ½ chests	.15
First Crop, about 26-lb. original boxes	.20
Gunpowder, Green—	
Extra Firsts, ½ chests	.45
Firsts, ½ chests	.35
Extra Seconds, ½ chests	.30
Seconds, new, ½ chests	.22
Imperial, Green—	
Firsts, ½ chests	.40
Seconds, ½ chests	.25 - .30
Japan, Green—	
May Pickings, ½ chests	.38 - .40
First Crop, ½ and ¼ chests	.30 - .35
Second Crop, ½ and ¼ chests	.28 - .30
Basket Fire, uncolored, needle leaf, ¼ chests	.30 - .35
Young Hyson, Green—	
Firsts, ½ chests	.40
Hyson, Green—	
Extra Firsts, ½ chests	.35 - .40
Firsts, ½ chests	.28 - .32
Seconds, ½ chests	.25 - .27
Assam, Black—	
Choice, ½ chests	.28
Fine, ½ chests	.26
Tetley's India and Ceylon, Black—	.26
25-lb. boxes	.47
¼ or ½-lb. tin foil pkgs.	

## AMMONIA.

	Per doz.
Victoria, 2 doz.	.90
Pineus, 3 doz.	.90
Oakdale, 2 doz.	.75
O. K., 3 doz.	.45
Violet, 1 doz.	2.00

## -2-

Parsons, 2 doz. pints	1.55
" Dime, 2 doz.	.95
Banner Dry Ammonia	3.70
" case of 505	1.82½
" case of 255	1.82½
" 1 doz.	.95

## AXLE GREASE

Frazer's, 15-lb. pails	per doz. .80
Mica, ¼ gross	per gross 8.50

## BAKING POWDER.

	Per doz.
Rumford Yeast Powder—	
4-oz. glass, 2 doz.	.82½
6-oz. glass, 2 doz.	1.07½
6-oz. glass, 6 doz.	1.03
6-oz., 1 gross in bbl.	2.02
Rumford Baking Powder—	
5c. tins, 4 doz.	.45
10c. tins, 2 doz.	.90
1-lb. cans, 2 doz.	1.25
1-lb. cans, 1 doz.	2.50
Sea Foam—	
¼ lb., 4 doz.	.95
¼ lb., 2 doz.	1.75
1 lb., 1 doz.	3.40
Davis' O. K.—	
¼ lb., 4 doz.	.45
¼ lb., 3 doz.	.90
1 lb., 2 doz.	1.65
5 lb., ¼ doz.	7.20
Cleveland—	
roc. size, 4 doz.	.84
¼ lb., 4 doz.	1.23
Leslie's—	
¼-lb. cans, 4 doz., 4 cans free	.45
¼-lb. cans, 2 doz., 2 cans free	.90
1-lb. cans, 1 doz., 1 can free	1.65
5-lb. cans, ¼ doz.	7.00
Sea Gull, 6-oz. tin, 4 doz.	.45
Parrot and Monkey, 4 doz.	.45
Royal—	
roc. size, 4 doz.	.84
¼ lb., 4 doz.	1.30
¼ lb., 2 doz.	6.40
1 lb., 2 doz.	4.65

## BLACKING—Shoe.

	Per gross
Mason's, No. 1, ¼ gross	2.20
" No. 2, ¼ gross	2.60
" No. 3, ¼ gross	2.85
" No. 4, ¼ gross	4.55
Blackola, roc. size	6.70
T. M., French	22.00
Shinola, 3 doz.	20.00

## SHOE DRESSING.

	Per doz.
Mason's—	
Black Dressing, medium	.85
" regular	.75
White Dressing, medium	.75
Combination Black	.75
" Russet	.75
Black Shine, No. 2	.45
" No. 3	.45
Tan Shine, No. 2	.45
" No. 3	.45
Acme, 1 doz.	1.25
Birby's Royal Polish, 1 doz.	.85
Jet Oil Polish	.85
Brown's Shoe Dressing, 3 doz.	.80
" Army and Navy, 1 doz.	.80
Boyer's French Dressing	.65
" Oil Polish	.20

## -3-

Easy Bright, ladies	.83
" waterproof	1.25
Admiral Russet Combination	.70
" Shoe Dressing	.70

## GREEN COFFEE.

	Per lb.
Java, extra fancy, genuine	.22
Mocha, genuine, finest, ½ and ¼ hals.	.21½
Mocha Seed Santos, fancy, choice	.17½
Caracas, fancy, washed	.20½
Maracaibo, strictly fancy, mild, choice	.18½
Santos, Peaberry, extra fancy	.18
Santos, fancy	.16½
Rio, Golden, fancy	.17½
Rio, Prime	.14½

## ROASTED COFFEE IN BULK.

	Per lb.
Java, extra fancy, genuine	.27
Java, fancy, 50 lb. lots	.26½
Mocha, finest	.27
Mocha Seed Santos	.20½
Caracas, extra fancy, washed	.25
Maracaibo, extra fancy	.23
Santos, Peaberry, extra fancy	.22
Santos, extra fancy	.21
Rio, Golden, extra fancy	.21½
Rio, Prime	.17½

## PACKAGE COFFEE.

	100 lbs.	60 lbs.
Ariosa		
Lion	.22½	.22½
Sevan Day	.21	

## COFFEE ESSENCE AND CHICORY.

	per box	per gross
Pfaff & Diller's "Kosyr," 50 tins in box	3.95	
Hummel's, all tin, ¼ gross	2.85	
" Improved, ¼ gross	2.15	
Flores's, Improved, ¼ gross	2.10	

## BLUING—Dry.

	Per gross
Barlow's, small, 4 doz.	2.75
" large, 3 doz.	5.40
Sawyer's, No. 1, 6 doz.	1.50
" No. 3, 3 doz.	3.40
Colburn's, No. 1, 4 doz.	1.60
" No. 2, 3 doz.	2.50
" A, No. 6, 12-oz. boxes, 1 oz. free	4.80
" Ball Blue, No. 1, 3 doz.	2.60
" No. 2, 3 doz.	4.80
Reckitt's, 5c. and roc. asst., 8 lbs.	2.30

## BLUING—Liquid.

	Per gross
Boyer's Bengal, No. 8, ¼ gross	3.80
French Laundry, large, ¼ gross in bbl.	2.10
Admiral, 4 oz.	4.00
" 8 oz.	6.50
" 16 oz.	9.50

## -4-

## BUTTER.

	Per lb.
Tub Butter—	
Creamery, extra, 60-lb. tubs	.31
" first	.30
" second	.29
" third	.28
" dairy, extra, bakers' use, 30-lb. boxes	.25 - .27
" 5 and 10-lb. rolls, 60 and 100-lb. boxes	.29 - .32
Print Butter—	
Star or S. D., 1 lb., 20-50 lb. boxes	.35
B. B., E. D., 20-50 lb. boxes	.34
J. J., C. V., Gilt Edge, Gold Medal, 20-50 lb. boxes	.33
Sheaf ("400"), Elgin, 20-50 lb. boxes	.32
Sheaf	.27 - .31
Awltru	.32
Milben Farm, lbs. and ¼ lbs.	.35
Gurnee, lbs. and ¼ lbs.	.35
Honebe	.31
White Rock	.35

## CANDLES.

	Per lb.
P. & G., 8s, 30 lbs.	.10½
" 16s, 30 lbs.	.11½
Paraffine, 4s, 6s, 8s, cartons, 36-lb. cases	.07½
Searchlight, hotel, 16s, 30 lbs.	.06½
Peerless, hotel, 16s, 30 lbs.	.08½
Bright Light, 16s, 30 lbs.	1.07½
Pearl, 16s, 30 lbs.	.09



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## CANNED GOODS.

Tomatoes—	
Standard, New Jersey, No. 3.....	1.10
" Maryland, No. 2.....	.72½
" No. 3.....	.92½
Lima Beans—	
Standard, New Jersey, No. 2.....	1.25
" Maryland, No. 2.....	1.15
Fancy, small, No. 2.....	1.65
String Beans—	
Standard, New York, No. 2.....	1.00
Extra Fancy, New York, No. 2.....	1.60
Fancy, New York, No. 2.....	1.25
Standard, Maryland, No. 2.....	.65
Baked Beans—	
B. & M., No. 2.....	1.25
Campbell's, No. 2.....	.95
Snider's, No. 2.....	1.40
Van Camp's, No. 2.....	1.40
Cruikshank's, No. 2.....	1.35
Heinz's, No. 2.....	1.40
Lutz & Schramm's.....	
Dog's Head, No. 3.....	1.20
Victory, No. 1.....	.45
Red Kidney Beans—	
Standard, New York, No. 2.....	.85
" Maryland, No. 2.....	.80
" Illinois, No. 2.....	.85
Corn—	
Standard, New York, No. 2.....	.80
Fancy, New York, No. 2.....	.85
Standard, Maryland, No. 2.....	.67½
" Maine, No. 2.....	1.00
Fancy, Maine, No. 2.....	1.20
Shoe Peg, No. 2.....	.75
Whole Grain, No. 2.....	.65
Peas—	
Standard, New York, No. 2.....	1.25
Sifted, New York, No. 2.....	1.50
Extra Sifted, New York, No. 2.....	2.00
Standard, Southern, No. 2.....	1.00
Sifted, Southern, No. 2.....	1.25
Extra Sifted, Southern, No. 2.....	1.50
Standard, Indiana, No. 2.....	1.00
Sifted, Indiana, No. 2.....	1.25
Extra Sifted, Indiana, No. 2.....	1.45
Standard, Wisconsin, No. 2.....	1.15
Sifted, Wisconsin, No. 2.....	1.40
Extra Sifted, Wisconsin, No. 2.....	2.00
Beets—	
Standard, New York, No. 2.....	
" No. 3.....	1.25
" New Jersey, No. 2.....	
" No. 3.....	1.10
Succotash—	
Standard, New York, No. 2.....	1.00
Fancy, New York, No. 2.....	1.15
Standard, Maryland, No. 2.....	.90
Fancy, Michigan, No. 2.....	1.15
Asparagus—	
Small, No. 2½.....	1.80
Medium, No. 2½.....	2.00
Large, No. 2½.....	2.20
Tips, No. 1.....	2.10
Pumpkins—	
Standard, New York, No. 3.....	.90
" New Jersey, No. 3.....	.80
Spinach—	
Standard, Maryland, No. 3.....	1.02½
Sour Krout—	
Standard, New York, No. 3.....	.90
" Maryland, No. 3.....	.80

## California Canned Fruit.

Apricots—	
Extra, No. 3.....	2.75
" No. 2½.....	2.25
Extra Standard, No. 2½.....	1.70
Standard, No. 2½.....	1.45
Bartlett Pears—	
Extra, No. 3.....	2.60
" No. 2½.....	2.30
Extra Standard, No. 2½.....	2.00
Standard, No. 2½.....	
White Cherries—	
Extra, No. 3.....	2.75
" No. 2½.....	2.50
Extra Standard, No. 2½.....	2.25
Standard, No. 2½.....	
Peaches, Lemon Cling, Sliced—	
Extra, No. 3.....	2.95
" No. 2½.....	2.25
Extra Standard, No. 2½.....	1.90
Standard, No. 2½.....	1.75
Peaches, Lemon Cling—	
Extra, No. 3.....	2.95
" No. 2½.....	2.25
Extra Standard, No. 2½.....	1.85
Standard, No. 2½.....	1.65
Peaches, Yellow Crawford—	
Extra, No. 3.....	2.80
" No. 2½.....	2.20
Extra Standard, No. 2½.....	1.80
Standard, No. 2½.....	1.60

## Eastern Canned Fruits.

Apples—	
New York State, No. 3.....	.85
" No. 10.....	2.50
Blackberries—	
In syrup, No. 2.....	1.35
In water, No. 2.....	1.15
Cherries—	
White Wax, light syrup, No. 2.....	1.35
" heavy syrup, No. 2.....	1.45
Peaches—	
Table, No. 3.....	1.35
Seconds, No. 3.....	1.20
Pie, No. 3.....	1.00
Pears—	
Bartlett, Extra Standard, No. 2½.....	1.75
Keifer, Syrup, No. 3.....	1.10
" Water, No. 3.....	.80
Plums—	
Heavy syrup, No. 2½.....	1.15
Light syrup, No. 2½.....	.90

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Blueberries—	
Maine, in water, No. 2.....	1.40
Strawberries—	
Extra Preserved, No. 2.....	1.65
Preserved, No. 2.....	1.40
In water, No. 2.....	1.20
Pineapples—	
Hawaiian, Extra, No. 2½.....	2.60
" Standard, No. 2½.....	2.30
" Extra, No. 2.....	1.90
" Standard, No. 2.....	1.75

## Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kipperd Herring and Oysters.

Crabs, with shells—	Per doz.
McMenamin's, Deviled, No. 1, 2 doz.....	2.32½
" No. 2, 2 doz.....	3.75
Clams—	
Star, No. 1, 4 doz.....	.90
Gold Label, No. 1, 4 doz.....	.97½
Lobster—	
B. & M., No. 1, tall, 2 doz.....	6.50
" No. 1, flat, 4 doz.....	6.50
" No. ½, flat, 4 doz.....	3.30
Star, No. ½, flat, 4 doz.....	1.85
" No. ½, flat, 4 doz.....	
Shrimps—	
L. & D., Barataria, No. 1, pickled.....	1.25
" dry, 2 doz.....	1.25
Mackerel—	
Pickert's, soused, No. 1, 4 doz.....	1.37½
Morton's, English Channel, 1 lb., tall, 6 doz.....	1.65
Smith's, Aberdeen Scotch, 1 lb., tall, 6 doz.....	1.42½
" 1 lb., round, flat 6 doz.....	1.45
Oysters—	
Boyer's, No. 1, 2 doz.....	1.05
" No. 2, 2 doz.....	2.00
Victory, No. 1, 2 doz.....	.90
Kipperd Herring—	
M. conache's, plain.....	1.30
Salmon—	
Hagood's, No. 1, tall.....	2.25
" No. 1, flat.....	2.40
Alaska.....	1.60

## SARDINES—Imported.

Boneless and peeled, ½s.....	Per case
" D. & G., ¼s.....	20.00
" Ispa, ½s.....	26.50
" Gondolier, ½s, 100.....	28.00
" Landell, ¼s, 100.....	17.00
" Martell, ¼s, 100.....	8.50
" " ½s, 100.....	10.00
" Loyal, ¼s, 100.....	14.00
" " ½s, 100.....	9.50
Argonauts, ¼s, 100.....	14.00
Orion, smoked, ¼s, key, 100.....	8.00
Tomato sauce, ¼s.....	15.00
Truffled, ¼s, key, 100.....	12.50
Spiced, ¼s, 100.....	10.00
Royanette, oval, ¼s, 100.....	9.63
Angus Watson & Co.—	
Skipper, ¼s, oil.....	11.25
" ¼s, oil, 50 tins.....	11.25
" ¼s, tomato sauce.....	11.25
" ¼s, tomato sauce, 50 tins.....	11.25
Sea Queen, ¼s, oil.....	9.55
Sea Pearl, ¼s, oil.....	7.50

## Domestic.

American Oil—	
Seminole, standard, key, carton, ¼s.....	3.75
No. 2, ¼s, 100.....	2.65
¼s, key, 100.....	2.85
Irma, ¼s, 100.....	3.75
Pickert's, Rival Brand, carton, ¼s, 100.....	3.75
" ¼s, 100.....	6.00
Mustard—	
Irma, ¼s, 100.....	3.75
¼s, 100.....	2.60
¼s, 48.....	2.40
Continental, ¼s, key, 48.....	3.00
Irma, fancy, ¼s, 50.....	3.80
Gold Label, ¼s, 50.....	4.50
" ¼s, 100.....	7.00
Underwood, ¼s, 50.....	4.25
Pickert's Crown Brand, ¼s, 48.....	4.00
" Columbias, ¼s, 48.....	3.00

## CANNED MEATS.

## Corned Beef.

Morris & Co.'s Supreme Brand—	Per doz.
No. 1, 2 doz.....	2.10
No. 2, 1 doz.....	4.10
No. 6, 1 doz.....	16.50
No. 14, ½ doz.....	35.00
Libby's—	
No. 1, key, 2 doz.....	2.25
No. 2, key, 1 doz.....	4.25

## Chipped Beef.

Libby's—	
No. ½, 2 doz.....	1.35
No. 1, 2 doz.....	2.27½
No. ½, glass, 2 doz.....	1.35

## Sliced Beef.

Beech-Nut Brand.....	3.40	1.90
Holly Brand.....	2.60	1.60
Erie Brand.....		

## Sliced Bacon.

Beech-Nut—	
Medium, glass.....	1.90
Large, glass.....	3.20
Swift's—	
Premium, No. 1, glass.....	2.75

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## Roast Beef.

Morris & Co.'s Supreme Brand—	
No. 1, 2 doz.....	2.00
No. 2, 1 doz.....	3.60
Libby's—	
No. 1, 2 doz.....	2.25
No. 2, 1 doz.....	4.25
Kingan's—	
No. 1, 2 doz.....	2.05
No. 2, 1 doz.....	3.80

## Lunch Tongue.

Libby's, No. 1, 2 doz.....	3.20
Armour's, No. 1, 2 doz.....	3.10

## Whole Ox Tongue.

Fairbank's, No. 2, 1 doz.....	8.00
Libby's, No. 2½, 1 doz.....	11.00
Morris & Co.'s, No. 2, 1 doz.....	9.00

## Potted or Deviled Meats.

Libby's—	
No. ¼, 4 doz.....	.50
No. ½, 4 doz.....	.92½
Armour's—	
No. ¼, 4 doz.....	.50
No. ½, 2 doz.....	.92½

## Deviled Meats.

Curtice Brothers' Blue Label—	No. 5 oz.	No. 10 oz.
Ham.....	1.60	2.80
Tongue.....	1.60	2.80
Chicken.....	2.00	3.30
Turkey.....	2.00	3.30
No. 5 oz. packed 4 doz.	No. 10 oz. packed 2 doz.	

## Potted Meats.

Curtice Brothers' Blue Label—	No. ¼ Tin.	No. ½ Tin.
Ham.....	1.50	2.60
Tongue.....	1.50	2.60
Chicken.....	2.00	3.00
Turkey.....	2.00	3.00
No. ¼ packed 4 doz.	No. ½ packed 2 doz.	

## Potted Chicken or Turkey.

Libby's—	
No. ¼, 2 doz.....	1.40
No. ½, 1 doz.....	2.40
R. & R., No. ½, 4 doz.....	1.75

## Boned Meats.

Curtice Brothers' Blue Label, in tins—	
Chicken, No. ½.....	3.25
" No. 1.....	5.65
Turkey, No. ½.....	3.25
" No. 1.....	5.65
Whole Rolled Ox Tongue, No. 2.....	16.50
Boneless Whole Ham, No. 1½.....	9.50
" No. 2½.....	13.70
All of the above packed 2 dozen in case, except are 1 dozen.	

## SOUPS.

Campbell's—	Per doz.
Asparagus.....	.90
Beef.....	.90
Bouillon.....	.90
Celery.....	.90
Consomme.....	.90
Chicken.....	.95
Chicken Gumbo (Okra).....	.90
Clam Bouillon.....	.90
Clam Chowder.....	.90
Julienne.....	.90
Mock Turtle.....	.90
Mulligatawny.....	.90
Mutton Broth.....	.90
Ox Tail.....	.90
Pea.....	.90
Pepper Pot.....	.90
Printanier.....	.90
Tomato.....	.90
Tomato Okra.....	.90
Vegetable.....	.95
Vermicelli-Tomato.....	.90
No. 10 cans, Tomato only.....	6.50

## SPECIAL ASSORTMENTS.

(Order by number.)			
No. 1 contains 3 Beef, 2 Bouillon, 2 Celery, 6 Chicken, 2 Chicken Gumbo (Okra), 2 Consomme, 2 Clam Chowder, 3 Mock Turtle, 1 Mulligatawny, 2 Mutton Broth, 4 Ox Tail, 2 Pea, 6 Tomato, 2 Tomato Okra, 2 Vermicelli Tomato, 6 Vegetable, 1 Asparagus.....	per case	3.65	
No. 2 contains 12 Chicken, 24 Tomato, 12 Vegetable.....	per case	3.70	
No. 4 contains 6 Chicken, 2 Clam Chowder, 5 Mock Turtle, 5 Ox Tail, 24 Tomato, 6 Vegetable.....	case	3.65	
Pickert's Clam Chowder, No. 1.....		.85	
" No. 3.....		2.00	
Curtice Brothers' Blue Label—	Quarts.	Pints.	½-Pints.
Consomme.....	3.15	1.75	1.25
Bouillon.....	3.15	1.75	1.25
Beef.....	3.15	1.75	1.25
Julienne.....	3.15	1.75	1.25
Printanier.....	3.15	1.75	1.25
Vegetable.....	3.15	1.75	1.25
Tomato.....	3.15	1.75	1.25
Ox Tail.....	3.15	1.75	1.25
Mock Turtle.....	3.15	1.75	1.25
Pea.....	3.15	1.75	1.25
Mutton Broth.....	3.15	1.75	1.25
Clam Chowder.....	3.15	1.75	1.25

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Clam Broth.....	3.15	1.75	1.25
Chicken Gumbo.....	3.15	1.75	1.25
Mulligatawny.....	3.15	1.75	1.25
Chicken.....	3.15	1.75	1.25
Chicken Broth.....	3.15	1.75	1.25
Green Turtle.....	6.50	3.50	2.00
" clear.....	7.25	3.75	2.25
Terrapin.....	7.25	3.75	2.25
Schimmel's assorted, 1 lb., 4 doz.....			.85

## CHOCOLATE AND COCOA.

Walter Baker & Co.'s—	Per lb.
Premium, ½ lb., 12 lbs.....	.27
" ¼ lb., 12 lbs.....	.27
Caracas, sweet, 6 lbs., ½ and ¼-lb. cakes.....	.25
German's, sweet, 12 lbs.....	.19
Auto, sweet, 6 lbs.....	.33
Cocoa, ½-lb. cans, 12 lbs.....	.33
" ½-lb. cans, 6 lbs.....	.33
W. H. Baker's—	
Best cocoa, ½-lb. size.....	.32
" ¼ lb. size.....	.33
Premium Chocolate, ¼s, 12 lb.....	.29
Best Sweet Chocolate, ¼s, 6 lb.....	.20
" ¼s, 6 lb.....	.20
Vanilla Chocolate, ¼s, 6 lb.....	.26
Hershey's—	Per box
Milk, 48 sc.....	1.60
Van Houten's—	Per tin
Cocoa, 12-lb. boxes, 1-lb. tins.....	.72
" 12-lb. boxes, ½-lb. tins.....	.40
" 6-lb. boxes, ¼-lb. tins.....	.20
" square tins, 48 in box.....	.12
Bensdorp's Royal Dutch Cocoa—	Per can. Per doz.
12 lbs. in box.....	.07½ .90
2 oz. oval can, 4 doz. in box.....	.18½ 2.20
5 oz. oval can, 3 doz. in box.....	.29 3.48
½ lb. round cans.....	.57 6.84
1 lb. round cans.....	2.75 .55
60 lbs. in case.....	
5 lb. round cans.....	
Bensdorp's Chocolates—	Per lb.
6 lb. boxes, 24 boxes in case.....	.28
Sweet Vanilla, 4 cakes to lb.....	.28
Sweet Vanilla, 8 cakes to lb.....	.45
Milk Chocolate, 6 cakes to lb.....	.45
Milk Chocolate, 12 cakes to lb.....	.50
Milk Chocolate Towers, 5 lb. boxes, 20 boxes in case.....	.56
Milk Chocolate Towers, ½ lb. boxes, 90 boxes in case.....	.56
Bensdorp's Cooking Chocolate—	Per lb.
Blue Label, ½ lb. cakes, 12 lb. boxes, 12 boxes in case.....	.30
Bensdorp's Turinos—	Per lb.
5 lbs. in box, 20 boxes in case.....	.50
1 lb. boxes, 30 boxes in case.....	.55
½ lb. boxes, 60 boxes in case.....	.55
¼ lb. boxes, 90 boxes in case.....	.56
Bloeker's Cocoa—	Per doz.
Grand Brand, ¼-lb. tins, 2 doz.....	1.88
" ½-lb. tins, 2 doz.....	3.50
" 1-lb. tins, 1 doz.....	6.50
" 5-lb. tins, 1 doz.....	per lb. .52
" 10-lb. bags.....	.50
Daalder's Brand, ¼-lb. tins, 12-lb. box.....	.40
" ½-lb. tins, 12-lb. box.....	.39
" 1-lb. tins, 12-lb. box.....	.38
" 2 lb. tins, 12-lb. box.....	.37
Runkel's—	
Decorated Cocoa, ½s, 6 and 12-lb. boxes.....	.35
Lab. Cocoa, ½s, 6 and 12-lb. boxes.....	.33
Improved Soluble Cocoa, ¼s, 6-lb. boxes.....	.40



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## PAPER.

## Continental Paper Bags—

Net price per 1,000—500 in a bundle.

Golden Rod S. O. S.	Republic (White) S. O. S.
1/2 lb. .... .38	1/2 lb. .... .27
1 " .... .46	1 " .... .32
2 " .... .77	2 " .... .54
3 " .... .96	3 " .... .67
4 " .... 1.11	4 " .... .78
5 " .... 1.31	5 " .... .92
6 " .... 1.54	6 " .... 1.08
8 " .... 1.84	8 " .... 1.29
10 " .... 2.00	10 " .... 1.40
12 " .... 2.42	12 " .... 1.70
14 " .... 3.19	14 " .... 2.24
16 " .... 3.46	16 " .... 2.43
20 " .... 3.85	20 " .... 2.70
25 " .... 4.23	25 " .... 2.97

## Manilla—

All No. 1 Manilla paper, full count, 480 sheets to the ream. Per ream

15x20, 5 reams in bundle	.48
20x30, 5 reams in bundle	.90
24x36, 5 reams in bundle	1.20

## Butter, Parchment—

8x11, 1000 sheets	per pkg. .60
9x12, 1000 sheets	per pkg. .68
18x24, 50-lb. bundles of about 1200 sheets,	per lb. .10

## Straw—

15x20, 5 reams in bundle	.26
20x30, 5 reams in bundle	.50

## Toilet—

Extra quality, 100 rolls	per case 5.75
Good quality, 200 rolls	per case 4.95

## Butter, Wax—

9x12, about 400 sheets	per pkg. .13
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## White Tea—

12x16, 10 reams	.15
15x20, 5 reams	.17

## Bags, price per M—

Sizes	Original Bundles Contain	Panther Ex. Heavy Yellow	Wolf Heavy
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1/2 lb.	15M	.37	.26
1 lb.	10M	.46	.30
1 lb.	8M	.60	.40
1 lb.	6M	.76	.51
1 lb.	5M	.94	.63
4 lb.	4M	1.10	.73
5 lb.	3M	1.26	.86
6 lb.	3M	1.50	1.00
8 lb.	2M	1.80	1.20
10 lb.	2M	1.94	1.20
12 lb.	2M	2.36	1.57
24 lb.	1M	3.10	2.08
16 lb.	1M	3.37	2.24
20 lb.	1M	3.73	2.50
25 lb.	1M	4.12	2.74

## Flour Sacks, Satchel Bottom—

Majestic	Plain
Ex. Heavy	per 100
12 1/2 lbs., 1/2 bbl.	.42
24 1/2 lbs., 1/2 bbl.	.70
49 lbs., 1/2 bbl.	1.40

## No. 2, Manilla, light weight—

12 in. rolls	per lb. .02 3/4
15 in. "	.02 3/4
18 in. "	.02 3/4
20 in. "	.02 3/4
24 in. "	.02 3/4

## Silk Fibre, No. 1—

9 in. rolls	.02 3/4
12 in. "	.02 3/4
15 in. "	.02 3/4
18 in. "	.02 3/4
20 in. "	.02 3/4
24 in. "	.02 3/4
30 in. "	.02 3/4

## CONDENSED MILK.

	Per case
Eagle, 4 doz.	6.25
" 1 doz.	3.15
Challenge, 4 doz.	4.40
Magnolia, 4 doz.	4.80
Rose, 4 doz.	4.80
Dime, 4 doz.	3.95
Baby, 1 doz., glass	1.90
Red Cross	4.90
Peninsular	4.80
Star, 4 doz.	4.85

## EVAPORATED MILK.

Peerless, family size, 4 doz.	3.30
" tall size, 4 doz.	3.80
" small size, 6 doz.	2.75
Columbian, family size	3.25
St. Charles, family size, 4 doz.	3.30
" tall, 4 doz.	3.50
" 5c. size, 4 doz.	1.95
Silver Cow, 5c. size, 6 doz.	2.80
" family size, 4 doz.	3.25
" tall size	3.75
Pet, tall, 4 doz.	3.50
" 5c. size, 6 doz.	2.50
" hotel size, 2 doz.	3.65
Van Camp's, small, 6 doz.	2.70
" family, 4 doz.	3.30
" large, 4 doz.	3.70
Sharp's, tall, 4 doz.	3.40
" small, 6 doz.	3.40
Everyday, tall, 4 doz.	3.55
" baby, 6 doz.	3.95

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## HIRES CONDENSED MILK



	Per case
Silver	4.95
Hires	4.75
Queen	4.75
Premium	4.45
Blue Ribbon	4.45
Gold (Baby)	2.85
Gold, tall	3.85
Gold, family	3.00
St. Elmo	2.95

## CRACKERS AND CAKES.

J. S. Ivins' Son—	Bbbs.	Boxes
Assorted Jumbles	.08 1/2	.09
Brown Edge Water		.12
Chocolate Fudge, 6-lb. pail		.16
Cocoanut Macaroon, 6-lb. pail		.16
Cocoanut Ripple		.10
Fruit Cookies	.08 1/2	.09
Fruit Gem		.09
Graham Wafer		.10
Grandma Cookies	.08 1/2	.09
Honey Jumbles, XX	.09 1/2	.10
Iced Honey Jumbles		.12
Lemon Bar	.08 1/2	.09
Lunch Biscuit	.07 1/2	.08
Lunch-on-Thin, 10-lb. pail		.12
Man-in-the-Moon		.09
Marshmallow Pyramids		.12
Molasses Cookies	.07 1/2	.08
Newtons, 12-lb. box		.10
" 24-lb. box		.09
Orange Cookies	.08 1/2	.09
Penny Honey		.10
Saltines		.18
Soda Biscuit, XXX	.06 1/2	.07
Spiced Wafers	.08 1/2	.09
Sugar Cookies	.09 1/2	.10
Sugar Crisp	.07 1/2	.08
Sweethearts		.10
Sweet Marie, 6-lb. pail		.15
Water Crackers	.07	.07 1/2
Household Caddies	per doz.	4.80
Ivinspound	per lb.	.26
Ivinsponge		.16
Package goods—	Per doz.	
Animals	.45	
Cracker Meal, large	.75	
" small	.45	
Fairy Oysters	.45	
Gingerettes	.90	
Gold Medal Soda, small	.45	
" large	.90	
Graham Crackers	1.00	
Ivinettes	.45	
Lunch-on-Thins	.90	
Milk Lunch	.90	
Our Ginger Snaps	.45	
Pink Tea	.90	
Sugar Snaps	.45	
Saltona Biscuit	.90	
Freight paid on 3 boxes to Pennsylvania, New York, New Jersey, Delaware, Maryland, District of Columbia, Connecticut, Rhode Island, Massachusetts, outside points will be shipped f. o. b. Philadelphia, less a freight allowance of 25 cents per 100 lbs.		
A. Exton & Co.—	Bbbs.	Boxes.
Butter Crackers	.08 1/2	.09
Oyster Crackers	.08 1/2	.09
Wine Scroll	.10 1/2	.11
Cracker Dust	.08 1/2	.08 1/2
Packages free. To wholesale dealers and jobbers a discount will be made on lots of 5 bbls. and upwards.		

## DELIKATESSEN.

## Wein Senf, Prepared Mustard.

Stone pots, small, 8 doz.	per doz. 1.15
" wltb horseradish	1.15
" large, 1 doz.	1.75
" wltb horseradish	1.75
Wein Senf, bbls	per gal. .75
" 1-gal. stone jars	per jar .75
" 5-gal. kegs	per keg 2.50
Prepared Mustard, bbls	per gal. .75
" 15-gal. kegs	per gal. .85
" 10-gal. kegs	per gal. .85
" 5-gal. kegs	per gal. .85
" 5-gal. pails	per pail .82 1/2
" 1 gal. pails	per pail .40
Prepared Special, wltb spoon, 8 doz.	per doz. .95
" sifting top, 8 doz.	per doz. .46
" wltb horseradish, 2 doz.	per doz. .97

## Imported and American Fancy Cheese.

Emmentaler Swiss, selected, tub	.26
" loaf	.27 1/2
Sap Sago, 3 to 1 lb.	per lb. .18; less
Roquefort	12 in case, per lb. .31; less
Parmesan, about 30 lbs.	per lb. .32; cut
Edam, 12 in case	case, 9.50; single
" in tin	per lb. .26
" 1-lb. tins	per case 3.75
Camembert, wood boxes	per doz. 3.00
" Autocrat brand, large	3.75
" medium	2.00
Sap Sago, grated, ready for use, 10-oz. bottles,	per doz. 1.45
Parmesan, grated, ready for use, small bottles,	per doz. 1.75
Olmutzer Hand, 100 in box	2.25
Edelweiss, Romatour and Bier-Kase	per doz. 4.00
American Swiss, No. 1	per lb. .24
" square loaves, No. 1, about	25 lbs. each
Limburger, No. 1	box, .28; 1/2 box, .18; less
Piaster, from Holland, in tins	per doz. 2.60

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Muenster	per lb. .22
Brick, No. 1	.20
Engish Dairy	.21
Pineapple, picnic size, 6 in box	per box 3.00
" gem size, 6 in box	per box 2.25
Royal Luncheon—	Per doz.
" Dinner size, 1 doz.	4.50
" Lunch size, 2 doz.	2.40
" Picnic size, 2 doz.	1.35
" Trial size	1.00
MacLaren Imperial, club size	1.00
" No. 1 size	2.40
" Roquefort, large size	2.95
" small size	2.45
Fromage de Brie, M. C. C., 1 in box	1.55
Fromage d'Isigny, M. C. C., 6 in box	1.55
Wm. Tell brand, 12 in box	1.40
Neufchatel, Cow brand, 25 in box	.95
Star Cream or Phila., 12 in box	1.90
Miniature Cream or Phila., 12 in box	.95
Hand, 8 doz.	1.35
" 4 doz.	.71
" Thuringer, 4 doz.	.85
Farmer Hand, 4 doz.	1.45
Schutzen, 12 in box	1.25
American Mountain (Alpen Kase) 50 2-lb. pkgs.	per lb. .18

## Imported and American Meats and Sausages.

Westphalia Ham (marked weight)	per lb. .49
Weiner Wurstel, 16 in tin	per doz. 4.75
" 8 in tin	2.75
Carlsbad Speck (Imported Bacon)	per lb. .31
Imported Cervelat Sausage (Rolf's)	.48
Imported Frankfurters	per doz. 4.00
Goose Breast, imported (marked weight)	per lb. .65
Pate de fois Gras, small	per doz. 3.00
American Landjager, sbort	per lb. .35
" long	"
" Mortadella, dry	"
" Knackwurst, 25 in box, per box,	4.75
" Cervelat (C. W.), 50 and 100-lb. boxes, 25; less	.86
" Cervelat (H.), 50 and 100-lb. boxes, 24; less	.25
" Cervelat, Crescent, 50 and 100-lb. boxes, 22 1/2; less	.84
" Cervelat, Tip-Top, 50 and 100-lb. boxes, 19; less	.20
" Cervelat, Gotbaer, 50 and 100-lb. boxes, 28; less	.30
" Salami (C. W.), 50 and 100-lb. boxes, 26; less	.28
" Salami (H.), 50 and 100-lb. boxes, 25; less	.27
" Salami, G. A. P., 50 and 100-lb. boxes, 20; less	.23
" Tongue Sausage	per lb. .18
Smoked Braunschweiger Liver Sausage	per lb. .18
" Lachs Ham	.37
" Petit Delicatess Frankfurters, plain,	per doz. 1.00
" Petit Delicatess Frankfurters, with	per doz. 2.00
" Sauer Kraut	per lb. .15
" Lebanon Beef Bologna	per lb. .28
" Paprika Speck	"
Mettwurst, half-round	"
Liver Sausage (special), truffle, goose, or sardellen	per lb. .18
Smoked Thuringer Blutwurst	"
" Pfefferwurst	"

## Pickled Meats.

	Per doz.
Lamb Tongues, Derby brand, pint glass jars	4.80
" quart glass jars	5.75
" 10-oz. jars	6.50
" in glass	1.40
Calves' Head, round tins	1.05
Pickled Meats, Tripe, Ox Heart, Beef Salad,	
Pig's Feet, in glass	1.00
Beef Salad, in glass	1.00
" pints	
" quarts	

## Holland and Scotland Herrings.

Holland—	Kegs or pails
Mixed, Y. M., 1/2 bbls.	.65-.85
Milkers, Y. M., 1/2 bbls.	.75-.85
Mixed, standard, bbls.	
" 1/2 bbls.	
Milkers, standard, bbls.	
" 1/2 bbls.	
Scotland—	
Mixed, large, fulls, bbls.	
" 1/2 bbls.	1.50
Milkers, bbls.	
" 1/2 bbls.	
Marinarte Herring, imported, about 40 in pail.	1.25
Roll Herring, imported, about 25 in pail.	1.00
Spiced Herring, imported, about 40 in pail.	2.00
Norway Stockfish, dry	per lb. .25
Matjes Herring	pieces

## Bismarck Herring.

	Per tin
Round tins, with key, pint	.21
" quart	.35
" 2 quarts	.55
" 4 quarts	2.10

## Smoked Delicatessen Fish, in Season.

Roll Mops, 4-quart tin	2.10
" 2-quart tin	.60
" quart tin	.50
Bismarck Herring, 4-quart tin	1.10
" 2-quart tin	.60
" quart tin	.50
English Spratts, 36 bunches	per box 2.50
Kruger's Roll and Brat Herring, oval tins, dos.	
Russian Sardines.	
Imported, Wallkoff brand	per keg .65
" 5-lb. pails	per pail .55
" 20-lb. pails	per pail 1.05
Cut Speled, 20-lb. pails	per pail .75
" 5-gal. keg	per keg .75
Russian, in glass jars	per doz. .25

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## Norway Anchovies.

Original package	per 1/2 bbl. 5.50
Repacked, 5-lb. pails	per pail .62
" 10-lb. pails	per pail 1.10 1/2
" 5-gal. kegs	per keg 2.75
" 1/2-lb. flat tins	per doz. .95
" 1-lb. tall tins	per doz. 1.50
Fancy, keg	per doz. 2.80
" 1/2 keg	per doz. .42
" 1/4 keg	per doz. .31
" 1/8 keg	per doz. .20

## Salt Sardellen.

Original packages, 1902	per anchor 16.00
Repacked, kegs, about 8 lbs.	per keg 3.75
" pint jars	per doz. 6.00
" large tins	per doz. 3.60
" small tins	per doz. 2.40

## Russian Caviar.

1-lb. tins	per doz. 25.00
1/2-lb. tins	per doz. 15.00
1/4-lb. tins	per doz. 7.00
1/8-lb. tins	per doz. 3.75

## German Dill Pickles—Regular Size.

60-gal. casks, about 2000	per cask
50 gal. bbls., about 1800	per bbl. 11.00
15-gal. kegs, about 500	per 100
10-gal. kegs, about 300	per 100 2.00
5-gal. kegs, about 150	per 100
10-lb. pails, about 50	per pail

## Domestic Sourkrout—Long Cut.

60-gal. casks	per cask
48-gal. bbls.	per bbl. 15.00
10-gal. kegs	per keg
5-gal. kegs	per keg
10-lb. pails	per pail

## Imported Lebkuchen.

Dampfnusse (Pfeffernusse)	per lb.
Spitzkugeln	"

## Lebkuchen and Bread.

Small Basler Lebkuchen, 6 in pkg., per bundle	
Basler Lebkuchen, No. 1, 6 in pkg.,	"
" No. 2, 6 in pkg.,	"
" No. 3, 6 in pkg.,	"
Amandlines, 9-lb. tins	per tin



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French Psas, extra fins.....per case	
" fins....."	
" moyens....."	
Hill's Irish Oatmeal, 20 14-lb. tins.....	14.00
Huntley & Palmer's Petit Beurre Biscuit.....lb.	.29
" Dinner Biscuit....."	.37
" Breakfast Biscuit....."	.36
Packed 7 and 5 lbs. in a can.....	
Red Pepper, ring, pints.....per doz.	1.25
" 1/2 pints....."	.60
Salt, stone jars, 4 doz.....per doz.	1.75
Extract of Beef, Morris', 4 oz.....per doz.	6.50
" 2 oz....."	3.55
" Anker's, 4 oz....."	4.00
" 8 oz....."	7.25
" 16 oz....."	13.50
" 120 vials....."	4.00
Theodore Marquett Mushrooms.....	22.00
First choice.....per case	20.00
Choice, 100 tins....."	25.00
Extra, 100 tins....."	16.00
Hotel, 100 tins....."	
Truffles, 1/2 doz.....per tin	.20
" 1/2 doz....."	.40
" 1/2 doz....."	.75
" 1/2 doz....."	1.30
Shrimps, pickled, small size.....per doz.	1.15
" Dunbar's, 2 doz....."	2.40
Figs in Cordial, Bishop's, 1 doz.....	6.50
Crystallized Ginger, 1-lb. tins.....	4.00
" 1/2-lb. tins....."	3.25
Lime Juice, Rose's....."	3.85
Victor Rose Water....."	2.25
" Peach Water....."	2.25
Pitted Olives....."	5.25
Armour's Solid Extract of Beef.....Per doz.	
Jars, size 2, 1 doz.....	4.45
" 4, 1 doz....."	8.20
" 8, 1 doz....."	15.90
" 16, 1/2 doz....."	29.75
Armour's Fluid Beef Extract.....	
Bottles, size 4, 1 doz.....	4.45
" 8, 1 doz....."	8.20
" 16, 1/2 doz....."	16.00
Armour's Beef Extract and Vegetable Tablets.....	
Small boxes, 12 tablets, 1 doz.....	2.25
Medium boxes, 36 tablets, 1 doz.....	6.00
Large boxes, 72 tablets, 1 doz.....	10.00
Armour's French Bouillon.....	
Bottles, size 4, 1 doz.....	4.00
" 16, 1 doz....."	14.00
Armour's Asparan.....	
Bottles, size 4, 1 doz.....	2.50
" 12, 1 doz....."	7.20
" 5....."	3.50
Fancy jugs, size 2.....per jug	1.50
Armour's Tomato Bouillon.....	
Bottles, size 4, 1 doz.....	2.45
" 12, 1 doz....."	7.10
" 5....."	3.45
Fancy jugs, size 2.....per jug	2.52 1/2

## FLOUR.

King Midas.....Per bbl.	6.25
Gold Medal.....	5.90
Millbourns.....	5.95
On Top.....	6.10
Ceresota.....	5.85
Pillsbury's Best.....	5.85
Taylor's Fancy.....	5.20
Semper Idem.....	5.35
Pride of the West.....	5.00
Sunbeam.....	4.90
Bridal Veil.....	5.75
Quaker.....	5.70
Blue Seal.....	4.70
Sunny White.....	5.80
Crocker's Best.....	5.50

## Self-Raising Flour.

Hecker's Superlative, large, 12 pkgs.....	1.56
Presto, 18 pkgs.....	1.57

## Pancake Flour.

Aunt Jemima, Pancake Flour, 36s.....	2.80
" Buckwheat Flour, 36s.....	2.80
" 18s.....	
" Special Cake and Pastry Flour, 36s.....	
" Special Cake and Pastry Flour, 18s.....	
Old Homestead Flapjack, 18 pkgs.....	1.45
Uncle Jerry, 36 pkgs.....per case	2.85
Ralston's Purina Whole Wheat Flour, 20 38....	4.10

## Buckwheat Flour.

Hecker's, 36 pkgs.....	
" 32 pkgs.....	
Fancy Pennsylvania, 225-lb. sacks.....per 100	3.50
Uncle Jerry, 36 pkgs.....per case	2.85

## PEAS, BEANS AND LENTILS.

Beans—	
California Lima, fancy.....per lb.	.07
Marrows, fancy, N. Y. State, grain bags.....	3.42
Michigan Peas, bags about 2 1/2 bush.....	2.85
Red Kidneys.....	
Peas—	
Green.....	2.70
Scotch.....	3.30
Split, yellow.....	2.45
" green.....	3.75
Lentils—	
oocooe, 110-lb. bags.....	.04
Less quantity.....	.04 1/2

## FARINACEOUS GOODS.

Corn Meal—	
Lea's, white, fine, 100 lbs.....Per 100 lbs.	2.40
" yellow, granulated, 100 lbs.....	2.40
" fine, 100 lbs.....	2.35
Western, yellow, granulated, 100 lbs.....	2.10
" table, 100 lbs.....	1.90
Farina—	
Hecker's Cream, 18 pkgs.....	2.25
Shaker Corn—	
Fancy, bbls.....	
Less quantity.....	

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Hominy—	
Lea's Breakfast, 10 pkgs.....per case	1.75
Pearl, 100-lb. bags.....per bag	1.75
Grits, 100-lb. bags....."	1.75
Ralston Hominy Grits, 36 25 (2 pkgs. free with every case).....	
Barley—	
No. 2, 100-lb. bags.....	2.35
No. 3, 100-lb. bags.....	1.90
Noodles—	
Smith's, 1/2 s, 15-lb. box.....Per case	1.90
" 1/2 s, 15-lb. box....."	1.90
Oatmeal—	
B, bbls.....per bbl.	5.40
B, 100 lbs.....per keg	3.00
Rolled Oats—	
Avena, 180 lbs.....per bbl.	5.15
" 90 lbs.....per keg	2.70
" 90 lbs.....per sack	2.45
Tapoca—	
Instantaneous, 50 1s.....per lb	.07 1/2
Colburn's Hasty, 36 pkgs.....per doz.	.90
Pearl, 150 lbs.....per doz.	.04 1/2
" less quantity....."	.05 1/2
Minute, 3 doz.....per case	2.75

## CEREAL SPECIALTIES.

Ralston Breakfast Food, 36 2s.....Per case	4.50
" Wheat Food, 18 pkgs., small.....	1.45
" Hominy Grits, 36 pkgs.....	3.00
Egg-O-See, 36 pkgs.....	2.35
Corn Flakes, 36 pkgs.....	2.35
Maple-Wheat Flakes, 24 pkgs., 15c. size.....	2.70
" 36 " 10c. ".....	2.80
Maple-Corn " 36 ".....	2.80
Washington Crisps, 24 pkgs.....	1.85
Postum Cereal—	
1 doz. small and 1/2 doz. large pkgs.....	2.50
1 doz. large pkgs.....	2.25
2 doz. small pkgs.....	2.70
3 doz. large pkgs.....	6.75
Instant Postum—	
2 doz. 4-oz. tins.....	5.40
1/2 doz. 8-oz. tins and 1 doz. 4-oz. tins.....	5.00
1 doz. 8-oz. tins.....	4.50
Grape Nuts—	
2 doz. 1-lb. pkgs.....	2.70
Post Toasties—	
3 doz. popular size.....	2.80
Post Tavern Special—	
2 doz. 15c. size pkgs.....	2.80
3 doz. 10c. size pkgs.....	2.80
Shredded Whole Wheat, 36 pkgs.....	3.60
Cream Wheat, 36 pkgs.....	4.50
Triscuit, 18 pkgs.....	1.80
Wheatena, 36 pkgs.....	4.35
Malted Breakfast Food, 36 2-lb. pkgs.....	4.50
" 18 2-lb. pkgs.....	2.25
Kellogg's Toasted Corn Flakes, 36 pkgs.....	2.80
Quaker Oats Co., The—	
Oaten Goods—	
Quaker Oats, regular, 18s.....	2.45
" family, reg. asst., 20s.....	4.00
" no china, 20s.....	3.60
" tins, 36s.....	.08 1/2
Quaker Scotch, regular, 18s.....	1.45
" tins, 36s.....	4.00
Rolled Avena, 18s.....	1.45
Quaker Oatmeal, steel cut, 24s.....	2.75
Victor Toy Oats, 18s.....	1.20
Old Fashion Scotch Brand Oatmeal, 24s....	2.60
Mother's Oats, regular, 18s.....	1.45
" family, reg. asst., 20s.....	4.00
" no china, 20s.....	3.60
Royal Seal, 36s.....	4.00
Mother's Steel Cut Oatmeal, 24s.....	2.75
Corn Goods—	
Quaker Cornmeal, yellow or white, 24 2s....	1.80
" family, 10s.....	1.80
Quaker F. S. Hominy, pearl or gran., 24s....	1.65
" 10s.....	1.65
Mother's Cornmeal, yellow or white, No. 2, 24s.....	1.80
" 10s.....	1.65
Mother's Hominy, pearl or gran., 24s.....	1.65
" 10s.....	1.65
Wheat Goods—	
Quaker Cracked Wheat, 24s.....	2.45
Pettijohn's Breakfast Food, 18s.....	1.97 1/2
Quaker F. S. Farina, 24s.....	2.45
Silver Farina, spoon in pkg., 24s.....	2.80
Parched Farina, 24s.....	2.70
Saxon Wheat Food, no china, 24s.....	2.55
Mother's Wheat Hearts, 18s.....	2.95
Flaked and Puffed Goods—	
Quaker Corn Flakes, 36s.....	2.30
Puffed Rice, 36s.....	4.25
" Wheat, 36s.....	2.85
Sundries—	
Quaker Breakfast Biscuit, 24s.....	2.50
Apetizo, 24s.....	3.00
Quaker Whole Wheat Flour, 10s.....	2.00
Schumacker XXX Graham, 10 10s-20 5s....	2.85
Scotch Brand Pearl Barley, 24s.....	1.65
Mother's Graham Flour, cartons, 20s.....	2.95
Holland Rusk—	
36 pkgs. to case.....	2.85
60 ".....	4.75
144 " 1 rusk each.....	3.60
Freihofer's Bread Crumbs, 1 lb.....	.06
" Unsweetened Zweibach.....	.08 1/2

## GELATINE AND PREPARED DESSERTS.

Beechnut Granulated, 1 doz.....Per doz	2.80
" 1/2 gross.....	3.15
" 1/2 gross.....	6.25
" 1 gross.....	12.50
Knox's Plain Gelatine, 2-qt.....	1.18
" Acidulated Gelatine, 2-qt.....	1.18
Cox's, large.....	1.58
" small.....	.95
Plymouth Rock, pink or white.....	1.18
Nelson's.....	1.50
Bromangelon, assorted, 3 doz.....	.87 1/2
Jellycon, assorted flavors, 2 doz.....	.85
Chalmer's Gelatine—	
Per dozen.....	.95
Per gross.....	11.25
Per gross in 5 gross lots, 1/4 gross free.....	11.00

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Mother's, small, 1 doz.....	.45
" large, 1 doz.....	.88
Cooper's.....	.87 1/2
Tryphosa.....	.80
McKinley's Gelatine.....	.85
Wetmore's, double refined, 36 10c. pkgs.....	.80
Pudding, assorted, 2 doz.....per case	1.60
Minute Gelatine, plain.....per doz.	12.75
" flavored.....per doz.	1.05
" flavored.....per gross	10.80
" flavored.....per doz.	.90
Seven flavors, packed solid or assorted.....	



Assorted Case, Contains 3 doz.....	\$2.70
Lemon (Straight) Contains 3 doz.....	\$2.70
Orange (Straight) Contains 3 doz.....	\$2.70
Raspberry (Straight) Contains 3 doz.....	\$2.70
Strawberry (Straight) Contains 3 doz.....	\$2.70
Cherry (Straight) Contains 3 doz.....	\$2.70
Chocolate (Straight) Contains 3 doz.....	\$2.70
Peach (Straight) Contains 3 doz.....	\$2.70
Weight 10 lbs. to case. Fr't rate, 3d class.	



Assorted Case, Contains 3 doz.....	\$2.70
Chocolate (Straight) Contains 3 doz.....	2.70
Vanilla (Straight) Contains 3 doz.....	2.70
Strawberry (Straight) Contains 3 doz.....	2.70
Lemon (Straight) Contains 3 doz.....	2.70
Unflavored (Straight) Contains 3 doz.....	2.70
Weight 15 lbs. to case. Fr't Rate, 3d Class	

## POPPING CORN.

Cases, 50 10-oz. pkgs.....	1.85
" 100 10-oz. pkgs.....	3.50
" 24 20-oz. pkgs.....	1.85
" 48 20-oz. pkgs.....	3.50
" 40 16-oz. pkgs. ("I-X-L").....	2.50
White Rice, shelled, sacks about 150 lbs. ....	.04-.05

## MACARONI.

## Imported Best Bordeaux.

Long, 25 1s.....Per lb.	.08 1/2
Short, 25 1s.....	.08 1/2
Cubes or Elbows, 24 1s.....	.08 1/2
Spaghetti, 25 1s.....	.08
Vermicelli, 25 1s.....	.09 1/2
Alphabet, 25 1s.....	.05 1/2

## Domestic.

Freihofer's—	
Elbow Macaroni, 36 1s.....	.09
Straight Macaroni, 36 1s.....	.09
Pastels, 36 1s.....	.10
Spaghetti, 36 1s.....	.09
Elbow Spaghetti, 36 1s.....	.09 1/2
All styles, 10c.....	.07 1/2
Noodles, 1/2 lb., 24s.....	.06
Fancy, long, 25 1s.....	.07 1/2
Cubes or Elbows, 24 1s.....	.07 1/2
Spaghetti, 25 1s.....	.07 1/2
Vermicelli, 25 1s.....	.07 1/2

## Choice Grades.

Macaroni, short, 25 1s.....Per lb.	.07
" 50 1/2-lb. pkgs.....	.04
Cubes or Elbows, 24 1s.....	.07
Spaghetti, 25 1s.....	.07
Vermicelli, 25 1s.....	.07

## SMOKED FISH, CODFISH AND MACKEREL.

## Shredded Cod.

Beardsley—	
Dime cartons, 2 doz.....Per doz.	.90
Tins, keyed (Jewel), 2 doz.....	.90
Large cartons or tins, 2 doz.....	2.00
Large tins, 2 doz.....	2.25
Dime Tumblers, 2 doz.....	.90
Bulk, 15 lbs.....per lb.	.18

## Thredded Fish.

Thistle, 24 pkgs.....	.80
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## New Mackerel.

New.	Count.	200 lb.	100 lb.	50 lb.	10 lb.
Ex. Norway, No. 1.....	170-190	34.00	17.60	9.00	1.95
Ex. Norway, No. 2.....	230-260	22.00	11.60	6.00	1.35
Ex. Norway, No. 3.....	320-360	17.00	9.10	4.75	1.10
Ex. Norway, No. 4.....	400-450	13.00	7.10	3.75	.90
Fcy. Bloaters, XXX.....	100-110	35.00	18.10	9.25	2.00
Ex. Shore, No. 1.....	120-150	30.00	15.60	8.00	1.75
Largs, No. 1.....	110-140	25.00	13.10	6.65	1.50
Cape Shore.....	110-140	18.00	9.60	5.00	1.15
Extra Irish, No. 2.....	300-340	13.00	7.10	3.75	.90
Medium Irish, No. 2.....	350-400	13.00	7.10	3.75	.88
Irish, No. 4.....	410-450	12.50	6.85	3.63	
Spring Irish.....	300-400				
Sum. Norway, No. 2.....		17.00	9.10	4.75	1.10
Sum. Norway, No. 3.....					

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## Herring.

200 lb. 100 lb. 50 lb. 10 lb. 8 lb.

Herring, Large No. 1, Lab. Splits.....	7.50	4.35	2.38	.58
Herring, Large No. 2, Lab. Splits.....	6.50	3.85	2.13	.53
Shore, Round, Large.....	8.00	4.60	2.50	.60
Shore, Round, Med.....	7.00	4.10	2.25	.55
Ocean Fish.....	5.50	3.40		.47
Salmon, Fancy, No. 1.....	20.00	10.60	5.50	1.25
Sbad, No. 2, Mess.....	18.00	6.60		
Shad, No. 2, Mess.....	10.00	5.60		

## Dressed Boneless Fish.

Favorite Cod, 40 lbs.....	.09 1/2
Our Choice, 40 lbs.....	
Gilt Edge, 40 lbs.....	.05 1/2
Favorite, Middles, 60 lbs.....	.15

## Dressed Fish Bricks.

Gilt Edge, 2-lb. bricks, 40 lbs.....	.06
Snow White, 2-lb. bricks, 40 lbs.....	.10
Favorite, Cod, 2-lb. bricks, 40 lbs.....	.09 1/2

## Star Brand Boneless Herring.

Beardsley—	
Tins, large size, 1 and 2 doz. in case.....	1.33
" small size, 2 doz. in case.....	.90
Small tumblers, 2 doz. in case.....	.90
Large jars, sealed, 2 doz. in case.....	1.35

## Loose Codfish.

Georges Cod, extra large size.....	.09
Bank Cod, large.....	.08 1/2
" medium.....	.



## Foreign.

## PRUNES.

## RAISINS.

## COCOANUT.

## HORSERADISH.

INK.

—X8—

**LAMP GOODS.**

**LIME.**

## LYE AND POTASH.

## MATCHES.

## MINCE MEAT.

— 19 —

**OILS.**

## OLIVES.

**PURE OLIVE OIL.**

## American Oil.

## PICKLED MEATS AND FISH.

## PEANUT BUTTER.

— 230 —

## PICKLES.

## VINEGAR.

## PROVISIONS.

## LARD AND COMPOUNDS.

## DRESSED MEATS.

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



—

—

Worcester—	
Barrels, contain 280 lbs.	0.80
" 60 5-lb. bags	4.00
" 22 14-lb. bags	3.75
" 30 10-lb. bags	3.75
" 12 34-lb. bags	4.00
Irish Linen, 250-lb. bags	2.50
" 56-lb. bags	.65
" 28-lb. bags	.35
Quick Freezing Ice Cream Salt, 50 lbs to the bbl., res. also bags list	3.00
Mormald, quick-dissolving bathing salt, 30 10-lb. bags, in bbls.	per bbl. 3.00
Pratsal, 280-lb. bbls.	2.40
" 180-lb. sacks	1.55
Cheese, 280-lb. bbls.	2.40
Packing, 70-lb. cotton bags.	.40
" 140-lb. "	.75
Ivory, dime size, 36 wooden boxes to case	0.80
New Ivory, 24 large cartons to case	1.50
Less than 5 barrels, the list net; 5 to 9 barrels, 5 per cent. discount; 10 barrels or more, 7½ per cent. discount may be allowed.	

SALAD DRESSING.		Per doz.
Durkee's, large, 1 doz.....		4.00
" small, 2 doz.....		6.40
" picnic, 2 doz.....		.95
Schimmel's, small, 2 doz.....		.90
My Wife's, large, 1 doz.....		2.45
" small, 2 doz.....		1.45
Snider's, No. 3, 2 doz.....		1.40

SAL SODA.		
Barrels, 375 lbs.....	per 100	.75
Kegs, 170 lbs.....	per 100	.85
Granulated, 36 3/4-lb. cartons.....	per case	1.12
" 66-lb. boxes, bulk.....	per box	.57

<b>SAUCES.</b>		
Lea & Perrins'—		Per doz.
Worcestershire.....		7.50
".....		4.50
".....		6.50
Snider's—		
Chili, No. 16, 1 doz.....		2.05
" No. 8, 8 doz.....		1.37
Oyster Cocktail, No. 16, 8 doz.....		2.05
" No. 8, 8 doz.....		1.35
Worcester, Campbell's, No. 8, 8 doz.....		.90
North of England, No. 8, 8 doz.....		.82
Chef, 8 doz.....		.75
Holbrook's Imported Worcestershire—		
Small size.....		1.90
Medium size.....		3.30
Large size.....		5.90

SODA—BI-CARB.		Per 1
Babbitt's, $\frac{1}{8}$ c, 5 lbs.....		.05
Arm and Hammer, 1-lb. pkgs., 36 lbs.....		.05
" $\frac{1}{4}$ -lb. pkgs., 36 lbs.....		.05
" $\frac{1}{4}$ -lb. pkgs., 36 lbs.....		.06
" $\frac{1}{2}$ and $\frac{1}{4}$ -lb. pkgs., 36 lbs..		.05
" 1, $\frac{1}{2}$ and $\frac{1}{4}$ -lb. pkgs., 36/lbs.		.05
Dwight's, 1-lb. pkgs., 36 lbs.....		.04
" $\frac{1}{4}$ -lb. pkgs., 36 lbs.....		.05
" $\frac{1}{2}$ and $\frac{1}{4}$ -lb. pkgs., 36 lbs.....		.05
" 1, $\frac{1}{2}$ and $\frac{1}{4}$ -lb. pkgs., 36 lbs.....		.05
Swan, 110-lb. kegs.....		.02
Bi-Carb. bulk.....		.02

SOFT DRINKS.		Per Case
Cleequot Club Co.—		
Ginger Ale, extra dry, pints, 6 doz.....		9.10
Sarsaparilla, extra quality, pints, 3 doz.....		2.10
Blood Orange, extra quality, pints, 3 doz.....		2.10
Birch Beer, extra quality, pints, 3 doz.....		2.10
Lemon Soda, extra quality, 3 doz.....		9.10
Root Beer, extra quality, pints, 6 doz.....		9.10
Hires' Root Beer Extract, 3 doz.....		1.50
" " Carbonated, 3 doz.....		.80
" " Ginger Ale, Carbonated, 3 doz.....		.80
Weich's Grape Juice, quarts, 1 doz.....	case	4.20
" " " pints, 6 doz.....	"	4.70
" " " ½ pints, 3 doz.....	"	4.50
Schubbe's Grape Juice, quarts, 1 doz.....	"	4.20
" " " pints, 3 doz.....	"	4.70
" " " ½ pints, 3 doz.....	"	4.20
" " " 4 oz., 6 doz.....	"	5.00
5 per cent discount on 4-case lots.		

Quarts, 1 doz.....	4.25
Pints, 2 doz.....	4.25
$\frac{1}{2}$ pints, 3 doz.....	4.35
4 oz., 6 doz.....	4.85
$\frac{1}{4}$ gal., 3 bottles.....	4.85

5 per cent. discount on 5-case lots.

### SAUER KRAUT.

Extra quality, long cut, 55 gal.....	per tierces	5.50
" " " 14 gal.....	per keg	2.35
" " " 10 gal.....	"	1.75
" " " 5 gal.....	"	1.00

7				
6%				
5%				
5				
lb.				
7				
6%				
6				
4%				
4				
3%				
4%				
4%				
7%				

## PLUM PUDDING.

Richardson & Robins—		Per c
Individual size, $\frac{1}{2}$ lb.....	No. 1, 1 doz.....	2.
Round conical, with key, No. 1, 1 doz.....	No. 2, 1 doz.....	4.
“ “ “ No. 3, $\frac{1}{2}$ doz.....	No. 4, $\frac{1}{2}$ doz.....	8.
P. P. Sauce, No. 1, 2 doz.....		1.
Atmore's Phila. Plum Pudding, seedless—		Per
Individual, 3 doz.....		1.
Cans, No. 1, 1 doz.....		2.
“ No. 2, 1 doz.....		3.
“ No. 3, $\frac{1}{2}$ doz.....		4.
“ No. 4, $\frac{1}{2}$ doz.....		4.







# The W. J. McCahan Sugar Refining Co.



President, W. J. McCahan      Treasurer, R. S. POMEROY  
Secretary, W. J. McCahan, Jr.      Manager, JAMES M. McCahan

## SUGARS

Cubes, Powdered, Granulated, Fine Granulated, Coarse Granulated, Extra A, Confectioners' A, Extra BB, Extra CC, Yellows, 11, 12, 13, 14, 15

REFINERY  
Tasker Street Wharf  
Piers 68 and 69 South Wharves  
DELAWARE RIVER

SUGAR HOUSE  
Northwest Corner  
Water and Morris Streets

OFFICES  
Front and Chestnut Streets  
PHILADELPHIA



## EXTENSIVE ADVERTISING Leads New Customers to YOUR STORE



## Daniel Webster Flour

has been so extensively advertised in leading magazines and newspapers that women everywhere know about it. Push its sale and you'll have a bigger and more profitable flour trade. It not only repeats because it makes such splendid bread, but women who use it do more baking because it is also an ideal cake and pastry flour. We know that "your success is our success"—that we cannot have sales unless *you* have them, so we make a very interesting and helpful arrangement with dealers. It will pay you to write us for full particulars.

**EAGLE ROLLER MILL CO., New Ulm., Minn.**



**R** UNIFORM AND HIGH GRADE  
P. F. BROWN & CO. PHILADELPHIA



**SELL  
HER  
A  
WHOLE  
CONTAINER  
OF**



# FRANKLIN CARTON SUGAR

You've noticed how customers buy a barrel of flour, a box of soap, a basket of potatoes or a box of canned goods because they use such articles regularly and wish to keep a supply in the house. They'll buy FRANKLIN CARTON SUGAR the same way, a whole container at a time, if you'll suggest it to them. They know what sugar is, they use it every day, they expect to go on living and using sugar all their lives. There's no reason for selling a woman one or two pounds of sugar at a time as if she had to "try" it like some entirely new thing. Sell her a whole container. It's a better sale for you, because you make the profit on every carton in the container in one sale, you make one delivery instead of many.

The most popular grades of Franklin Carton Sugar are packed in containers an average family can buy—24, 48 and 60 pounds

**THE FRANKLIN SUGAR REFINING COMPANY : Philadelphia**

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"

## We Hold These Truths to Be Self-evident; Namely,

- THAT the Retail Grocer has permitted much profitable tea trade to get away from his store into the hands of special competitors.
- THAT the real basis of most of this competition is PRICE, even if aided by premiums, for that is only one way to cut prices.
- THAT the price per pound is not so important to consumers as the quality, when it is shown how comparatively economical really good tea is, even at \$1.00 per pound.
- THAT the best way for the family grocer to get back his rightful share of the tea business is to specialize on genuine quality teas, which alone will give him the advantage of the cheap chain tea stores selling inferior grades at low prices.
- THAT HOTEL ASTOR TEA, being our "MASTER BLEND" after more than 50 years' experience, affords the progressive dealer "The Tea He Needs" to get the best class of tea business—and HIS PROFIT IS RIGHT. The new 10-cent Tin makes more than 40 cups of REALLY GOOD TEA.
- THAT our proposition to leading grocers who co-operate as special distributors on HOTEL ASTOR COFFEE, TEA, and RICE is WORTH WHILE—a postcard request brings you full particulars.

**B. FISCHER & CO.**

IMPORTERS

Corner Franklin and Greenwich Streets - - - - - NEW YORK



# TANGLEFOOT

**GETS 50,000,000,000 FLIES A YEAR**

*Vastly More Than All Other Means Combined*  
**The Sanitary Fly Destroyer :: Non-Poisonous**































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